

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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PROMISE CUT IN PRICES

Reductions Assured if Auto Excise Tax Is Repealed

STUDEBAKER MAY SET NEW RECORD

Indications That 1925 Will Break 1923 Sales Mark

NEW YORK, Oct. 22.—Sales of Studebaker Corporation for the first nine months of the current year totalled 111,525 cars, against 76,508 in the corresponding period of 1924, it is announced here.

Sales for the period exceeded the total of any previous year except 1923. Sales in 1924 totaled 110,240 cars and in 1923 were 145,167.

View of the heavy October schedule, calling for 14,000 cars, prospects are bright that Studebaker this year will break the 1923 sales record.

Bankers estimate earnings for the third quarter at more than double the \$2,131,409 reported for the third quarter of 1924. On this basis, the corporation is expected to show earnings for the first nine months closely approximating \$15,000,000, with a balance for the common shares equal to nearly double the \$4 annual dividend.

Such a showing would compare with earnings of \$13,773,869, or \$7.03 on the 1,875,000 shares of common in 1924.

Banking circles look for an increase in the dividend rate at the meeting of the end of this month, although there is some likelihood of an extra payment. It is also expected that directors will give consideration to calling in the balance of the preferred stock outstanding, which amounts to around 85,000 shares.

FAIRBANKS, MORSE & CO. DECLARE QUARTERLY DIV.

Chicago, Oct. 22.—Fairbanks, Morse & Co., declared regular quarterly dividend of \$1.75 on the preferred, payable December 1 to stock of record November 14.

Willys-Overland Shows 1925 Increase of 43,873

Detroit, Oct. 22.—For the year to October 20, shipments of Willys-Overland products totaled 174,844, compared with 130,971 in the corresponding period of 1924, an increase of 43,873.

The company has forwarded orders for 15,000 cars for November delivery, and after a check-up with

Elmer Firestone Dies At Los Angeles Home

Los Angeles, Cal., Oct. 22.—Elmer Firestone, aged 61, brother of Harvey S. Firestone, and head of the Firestone Tire and Rubber Company, died here yesterday from heart trouble. Burial will take place in the family plot in the cemetery at Columbia, O.

Fisher to Enlarge Plant at Memphis

Memphis, Tenn., Oct. 22.—Plans are under way whereby the Fisher Body, St. Louis company, will double its manufacturing plant in North Memphis, according to information obtained today. The plant now has a payroll of approximately \$135,000 a month, and it is understood that this will be nearly doubled. Engineers are at work on plans for an extension which will run into many thousands of dollars. K. M. Spurrier, general manager, states he is not at liberty to discuss the company's plans at present, but that announcement will be forthcoming shortly.

The Memphis plant employs 4,500 men. The plant now utilized was built by the Kelsey Wheel Company during the war, and is considered one of the most complete of its kind in the country.

Ford Truck Sales 22,770 for August

Detroit, Oct. 22.—Ford Motor Company sold 22,770 trucks in August when the passenger car line was undergoing improvements, according to advices from the company. The second ten-day period of the month registered largest sales for any ten-day period in the history of the company, 9,243 trucks being contracted for.

Tractor sales totaled 6,273 during the month, against 4,540 for August, 1924, an increase of 1,733. Sales of Lincoln cars that month totaled 683.

CHRYSLER REACHES NORWAY

Oslo, Norway, Oct. 20 (U. T. P. S.).—The Chrysler line has just been imported into Norway by the Automobil-Compagniet A/S of Oslo.

dealers and distributors, factory officials declare there will probably be produced and shipped between 17,000 and 18,000 cars next month. This will compare with 5,000 cars for November, 1924.

Cable advices from England state that orders for \$250,000 Willys-Overland products were received at the Olympia exhibition just closed.

PACKARD TO KEEP ON CAPACITY RUN

Heavy Schedule Required for Unfilled Orders

Special from A. D. N. Detroit Bureau

DETROIT, Mich., Oct. 22.—Alvan Macauley, president and general manager of the Packard Motor Car Company, in a statement yesterday to the Automotive Daily News, said that the Packard Company would operate virtually at capacity throughout the winter months, with production at its present high level.

Employment would be maintained at current level, he said. The decision to operate on this schedule is due to the accumulation of unfilled orders, dealer requirements calling for all the cars Packard can build during the next four months.

With output in the neighborhood of 4,000 cars monthly, Packard is operating virtually at capacity. The demand for cars at the present time is greatest from Southern and far Western points, and indications point to the Florida sales being not only a new high record, but an important factor in keeping productions of quality cars at high levels during the winter months, while in former years the plants usually experienced a lull at this season.

Mr. Macauley said the increase in Packard business is illustrated in the sales for the last fiscal year, which exceeded \$100,000,000 compared with \$46,000,000 in 1924 and \$55,570,000 in the banner year of 1923.

Canada Goodyear Raises Tire Prices

Toronto, Can., Oct. 22.—C. H. Carlisle, general manager of the Goodyear Tire & Rubber Company of Canada, stated that there would be an immediate advance of 5 per cent. on clincher sizes, 15 per cent. on intermediate sizes and 20 per cent. on tires of six-inch cross section. Tube prices are advanced concurrently 20 per cent.

PREPARING FOR AUTOS London, Oct. 22 (U. T. P. S.).—It is announced that the Greek government has awarded a contract for 100 Marshall steam road rollers. This seems to indicate that a big attempt is to be made to make the country fit for motor transport.

New commercial car registrations throughout the country, compiled for the week and month, will be found on Page 6 of this issue.

This Is Agreement Made By Car Manufacturers

NEW YORK, Oct. 23.—Lower delivered prices on all makes of automobiles and commercial vehicles are guaranteed by the car and truck manufacturers of the country as soon as the Federal war excise taxes on motor products are repealed, according to a letter from the National Automobile Chamber of Commerce to the farm organizations, made public today.

List of Automobiles To Be Affected

The following passenger and commercial cars will be affected under price lowering agreement in connection with repeal of the excise tax:

MOTOR CARS	
Ajux	Jordan
Apperson	Junior Eight
Auburn	Kaiser
Brewster	Lexington
Buick	Lincoln
Cadillac	Locomobile
Casa	Marmion
Chandler	McFarlan
Chevrolet	Moon
Chrysler	Nash
Cleveland	Oakland
Cunningham	Oldsmobile
Davis	Overland
Diana	Packard
Dodge Brothers	Paige
Dorris	Peerless
Du Pont	Pierce-Arrow
Durant	Reo
Edcar	Rickenbacker
Essex	Roamer
Flint	Star
Ford	Stearns
Franklin	Studebaker
Gardner	Stutz
Gray	Vellie
Hudson	Willys-Knight
Hupmobile	Wills-St. Claire
Jewett	
COMMERCIAL VEHICLES, INCLUDING CABS AND BUSES	
Acme	Larrabee-Dee
Atterbury	Mack
Autocar	Mason
Cadillac	Moreland
Chevrolet	Nash
Clydesdale	Overland
Commerce	Pierce-Arrow
Corbitt	Premier
Cunningham	Rainier
Denby	Reo
Diamond T	Roamer
Dodge Brothers	Republic
Dorris	Sanford
Duplex	Schacht
Federal	Selden
Ford	Service
Gardner	Standard
Graham Bros.	Sterling
Gray	Stewart
H. C. S.	Studebaker
International	Walter
Kelly-Springfield	White
Kaiser	White
Kieffer	Yellow

AJAX CAR PRODUCTION 110 DAILY, SAYS NASH

New York, Oct. 22.—Production of Ajax cars is running at 110 a day, with prospects of a gradual increase during the coming months, according to C. W. Nash, president of Nash Motor Company.

DETROIT UNITED RAILWAY BOOSTS BUS LINE FARES

Detroit, Oct. 22.—Detroit United Railway, with permission of the state Utilities Commission, has increased fares on several of its bus line routes.

The automobile makers have been campaigning for the removal of the Federal war taxes on motor products, stating that they are a burden on the consumer.

The question of whether the consumer would benefit from such tax repeal, or whether the saving would go into the pocket of the manufacturer, was raised by L. J. Taber of the National Grange, the American Farm Bureau Federation and other groups whom the automobile makers have been addressing.

A unanimous reply that the cost of vehicles will be lowered to the consumer to the full extent of the tax revision came from every plant in response to a query by H. H. Rice, chairman of the taxation committee of the National Automobile Chamber of Commerce, who took a poll of the motor manufacturers of the country.

The automobile industry is presenting its views to the Ways and Means Committee of Congress at the hearings on October 24. If the repeal of these taxes is granted in the next revenue bill it will mean an average reduction of \$29 on every passenger car sold.

The letter to the farm organizations and a list of the manufacturers who have filed individual statements guaranteeing these price reductions are as follows:—

L. J. Taber, Master National Grange, Columbus, O.:

My Dear Mr. Taber—You raised the question in your conversation with me some time ago as to how fully the public would benefit by the repeal of Federal war excise taxes on automotive products.

You pointed out, as have the American Farm Bureau Federation and editors of farm papers with whom I have talked, that the consumer often gets nothing from tax repeal. The removal of a tax frequently merely means that much more in the pocket of the manufacturer.

In order to be able to answer your questions positively and spe-

(Continued on Page Two)

CHRYSLER DISTRIBUTOR \$55,000 FIRE AT SAGINAW

Flint, Mich., Oct. 22.—Matthew Davison of Flint, Chrysler distributor for this district of Michigan, sustained a fire loss of approximately \$55,000 when his garage and sales room at Saginaw was destroyed by fire last night. About thirty new cars were destroyed in the fire which completely wrecked the building.

1925

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CAROLINA A. S. A. ENDS CONVENTION

Important Service Problems Discussed—Elections

Special to the Automotive Daily News

GREENSBORO, N. C., Oct. 22.—After perfecting organization of the tire and battery divisions, President Keeley A. Grice of Charlotte adjourned a two-day session of the Carolina Automotive Service Association at the O. Henry Hotel yesterday afternoon. Wholesale and retail gasoline dealers completed organization Tuesday.

Strong talks by L. H. Starmer, Greensboro, on tire service, and H. D. Horton, Charlotte, on the general tire situation, featured the forenoon discussions yesterday. In outlining tire station policy, Mr. Starmer admonished the gathering to give considerable thought to picking up an accessible location and stressed the necessity of promptness and courtesy.

Mr. Starmer pointed out the necessity of charging a reasonable price for service, declaring that people are learning that service does not mean something for nothing, but means doing something that is wanted, intelligently and promptly.

Tire manufacturers are beginning to insist that their merchandise be handled by dealers who give some thought to tire business and do not handle tires as a side line or courtesy to friends, Mr. Horton said, in his address, and added that the great problem of the dealer is deciding to what extent he can back his merchandise and on what basis he can continue to back his tires from year to year.

In speaking of forms of solicitation of business Mr. Horton, who is one of the most successful and well posted tire dealers in North Carolina, declared that consistent, well planned advertising is absolutely necessary or competition will take the business.

Commenting on the rise in tire prices, effective this week, he predicted that the 15 to 20 per cent. increase—the fifth this year—will not mark the peak and no reduction is in sight.

Victor Shaw, Charlotte, addressed the meeting in behalf of the National Tire Dealers' Association meeting at St. Louis November 17, 18 and 19.

After the election of Mr. Shaw as chairman, J. Winder Hughes, Wilmington, vice-chairman, and W. L. Teal, Wadesboro, E. C. Springer, Greensboro, and J. H. Huntley, executive committeemen, the tire dealers adjourned, and all groups of the state association participated in a luncheon.

The battery division discussed its problems in the afternoon, during which the lack of organization among this branch of the industry was deplored and plans were laid for perfecting a closer contact between batterymen.

W. L. Pope, Statesville, was elected chairman of this division; E. B. Snyder, Greensboro, vice-chairman, and W. L. Teal, Wadesboro, and R. O. Holland, Greensboro, executive committeemen.

O. A. Costner, Lincolnton, was elected chairman of the wholesale gasoline division at Tuesday's meeting. Other officers are: James B. Hughes, Wilmington, vice-chairman; J. F. Johnson, North Wilkesboro; L. H. Martin, Greensboro, and John F. Thompson, Burlington, executive committeemen.

The retail gasoline division elected J. Caldwell MacDonald, Charlotte, chairman; R. O. Holland, Greensboro, vice-chairman; F. W. Gerken, Wilmington, Carl Ogburn, Winston-Salem and R. R. Jones, Winston-Salem, executive committeemen.

Discussion of gasoline problems featured the Tuesday sessions.

SKY-ROOFED PARKING PLACES, like this one in the business section of Boston, are rapidly disappearing as huge garages spring up in the leading cities of the country.



Underwood & Underwood.

Many Cars to Be Displayed at Salon

New York, Oct. 22.—On November 15 the twenty-first annual Automobile Salon will open at the Hotel Commodore. As usual, the salon will continue for one week, closing on Saturday evening, November 21.

This year over 110 of the world's finest motor cars will be on exhibition. This means that this year's salon will be the largest ever held, and consequently the most important from the standpoint of its effect on the entire automobile industry.

The following coach makers will exhibit: Blue Ribbon, Brewster, Brunn, Derham, De Causse, Dietrich, Fisher, Fleetwood, Holbrook, Judkins, Le Baron, Locke, Merrimac, Rollston and Willoughby. Nineteen of the world's best chassis, representing six nations, will mount the beautiful new custom bodies of these manufacturing artists. These are Amilcar, Brewster, Cadillac, Cunningham, Duesenberg, Franklin, Isotta-Fraschini, Lancia, Lincoln, Locomobile, Marmon, Maybach, Mercedes, Minerva, Packard, Pierce-Arrow, Renault, Rolls-Royce and Wills Sainte Claire. A new rule of the salon limits to twelve the number of chassis of any one make which may be exhibited.

Seek to Prevent Lower Gas Prices

Chicago, Oct. 22.—There is a reported movement on the part of dominant mid-continent refiners to hold the price of gasoline at its present low level. They are out to prevent it going below 8 cents.

Further price recessions would entail heavy losses for themselves and other refiners, this group points out. Jobbing trade is in the mood to buy only sparingly, no matter how low the price, they say.

If these refiners cannot sell gasoline at what they consider a fair price, they won't sell a gallon of it, according to a statement from one of their number. Eventually, they think, the market will right itself.

STEEL SALES UP

New York, Oct. 22.—Sales of steel sheets in September were 286,029 tons against 239,492 tons in August; September production 295,810 tons against 270,212 in August.

a rousing address by Tom Glasgow, Charlotte, remarks by President Grice and a talk by Coleman W. Roberts, Greensboro, secretary of one national and three state automotive associations, in the course of which he announced plans for the certified service men's association which will be launched throughout the country November 1, featured the Tuesday sessions.

S. A. E. TO DISCUSS AUTO SUBJECTS

Several Men of the Industry on Program At Chicago

NEW YORK, Oct. 22.—A diagnosis of car and engine troubles and the choice of suitable methods for remedying them will be among the topics discussed at a national service engineering meeting of the Society of Automotive Engineers, to be held in Chicago on November 9 and 10 at the Hotel La Salle, in co-operation with the National Automobile Chamber of Commerce.

The following day has been set aside as S. A. E. and Service Men's Day at the exposition of automotive equipment that is to be staged by the Automotive Equipment Association in the Coliseum during the week.

Two service sessions of the two-day meeting are to be under the direction of the National Automobile Chamber of Commerce and two under the direction of the Society of Automotive Engineers.

Among the addresses to be delivered are two on corrosion in internal combustion engines, by Frank Jardine of the Aluminum Company of America and M. A. Thorne of the Tide Water Oil Company; two on car and engine troubles and the remedies for them, by C. L. Sheppy, Walter Pleuthner and J. C. Talbot of the Pierce-Arrow Motor Car Company, and Carl Efreer and John Squires of the Chrysler Motor Sales Corporation; one on car maintenance, by George Frank Lord, assistant to vice-president, Durant Motors, Inc.; one on fuel from the service standpoint, by T. A. Boyd of the General Motors Corporation, and one on new devices for improving car operation, by Donald Blanchard of the Chilton-Class Journal Company.

Service engineers and managers who are not members of the S. A. E. will be welcome at the technical sessions, as this is to be an open meeting.

SIXTEEN DRIVERS READY FOR SPEEDWAY CLASSIC

Laurel Speedway, Oct. 22.—When Fred Wagner, veteran starter, drops the flag for the start of the 250-mile race here Saturday, sixteen of the world's greatest speed artists will go pounding around the speedway in an effort to capture a \$25,000 purse and the laurels of winning another of the auto classics.

To make sure of fast time the qualifying speed for drivers is 118 miles per hour.

Ford Plant At Des Moines Adds 200 Workers

Des Moines, Ia., Oct. 22.—Two hundred men have been added to the force of the local Ford assembly, O. H. Perkins, manager, announced, bringing the total force here to 1,600 men, working in two shifts. Under the daily schedules, the plant has been running nearly 1,000 hours extra time each day. The Des Moines is not only supplying the Iowa Ford dealers, but shipping to St. Louis, Denver, Oklahoma City and as far west as Los Angeles. Its daily production now is 286 cars.

Program of Snow Removal Urged

Special from A. D. N. Washington Bureau Washington, Oct. 22.—With winter not so far away and with winter touring and bus and truck transportation on the main traveled highways increasing, the American Automobile Association broadcast a bulletin today urging all states and cities in the snow belt to adopt a definite program of snow removal.

According to the A. A. A. statement, a majority of the thirty-six states in the snow belt do not make it obligatory on the state highway departments to remove snow, with the result that the effort to keep the highways clear is in many instances disorganized and leads to millions of dollars of business losses because of transportation tie-ups.

Stressing the commercial aspect of the problem, the National Touring Board of the A. A. A. points out that winter touring is growing in popularity, and that bus and truck transportation is growing by leaps and bounds.

According to a recent survey there probably will be 50,000 miles of improved roads on a regular snow removal schedule this coming winter. This is, however, little more than 60 per cent. of the main highways in these states. Sixty-two per cent. of the total number of motor vehicles in the United States are registered in the snow area.

AUTOMOTIVE CATALOGUES ARE WANTED IN EGYPT

Special from A. D. N. Washington Bureau Washington, D. C., Oct. 22.—The Department of Commerce today was advised by Trade Commissioner Richard A. May, Alexandria, Egypt, that the Department of Commerce and Industry in Cairo want to receive catalogs from American manufacturers of automotive products. If catalogs or descriptive circulars are sent, manufacturers should mention the fact that they are guided by the Department of Commerce at Washington and the Alexandria, Egypt, office of the department.

U. S. CARS LEAD IN CEYLON

London, Oct. 22 (U. T. P. S.).—Ceylon took 1,175 automobiles last year, against 968 in 1923. The United States sent 423 vehicles in 1924, Canada 358, Great Britain 261, France 99, Italy 30, Belgium 2 and Germany 2.

Price Reductions to Follow Repeal of Tax

(Continued from Page One)

cifically, our taxation committee wrote to the manufacturers of motor vehicles in this country and asked for a statement of their position in this matter. Unanimously the answer is this:—

Every buyer of a motor vehicle will get an immediate price reduction to the full extent of the tax repeal.

This is assured by letters from sixty-four factories making 105

AUTO ISSUE IN CANADA ELECTION

Motor Car Duties Are Being Discussed in Sharp Debate

TORONTO, Oct. 22 (U. T. P. S.).—Motor car customs duties and the prosperity of the automotive industry in the Dominion of Canada have suddenly become the most prominent features in the Toronto district of the Federal election October 29.

The newest phase of the political controversy over the effect of the motor car customs duties is a ferocious debate between Vice-President T. A. Russell of the Willys-Overland Motor Company, Toronto, and Hon. W. E. Raney, leader of the progressive group in the Ontario Legislature, who was attorney general in the farmers' government which was in power preceding the present administration.

Mr. Russell was president of the Canadian National Exhibition when the Prince of Wales opened its annual show. He was at first a Liberal, but later transferred his support to the high tariff Conservative party. Speaking from the viewpoint of the automotive industry, Mr. Russell in his latest utterance says that the low tariff policy of the King (Liberal) government is contrary to the best interests of Canada, and if confirmed by the electors will continue this country in the industrial depression.

The Hon. W. E. Raney asserts that the record of Mr. Russell's industry demonstrates that automotive interests have flourished and that the effect of the establishment of Canadian branches of American motor car corporations in Canada has resulted in an extra charge of 30 per cent. upon the general public, a loss of revenue which would have been paid on a low tariff basis upon the cars made in the United States and sold on the American price list schedule.

Also, Mr. Raney argues that the increased home market afforded by the automotive industries has only been of local benefit in the Toronto, Ottawa and Ford City localities.

Hon. Charles Murphy, Postmaster-General in the King government, who has been making speeches in Toronto on behalf of Premier King, has made a strong point of the growth and prosperity of the automotive industry as evidence of general trade prosperity.

WYOMING'S 1926 PLATES READY FOR MOTORISTS

Cheyenne, Wyo., Oct. 22 (U. T. P. S.).—Wyoming's 1926 state auto license plates have been received and will be available for distribution after December 15. The secretary of state is asking all those who desire the duplication of their 1925 plate numbers for the 1926 license to have their applications in his office before that date. The new plates have an emerald green background with white lettering.

types of vehicles. A list of these manufacturers is attached, and I shall be glad to send you their letters if you so desire.

I am taking the liberty of making this letter public, as I believe that it is important to every owner or prospective owner of an automobile. Cordially yours,

NATIONAL AUTOMOBILE CHAMBER OF COMMERCE.

(Signed) H. H. RICE, Chairman Taxation Committee, October 22, 1925.

Dealers Prefer Chopping Limit of Time Payments

(This is the third of a series of articles giving expressions of dealers in all parts of the country on further extension of time in which automobiles may be paid for.)

AKRON, O., Oct. 22.—Time payments in Akron range from fifteen months to eighteen months, a survey of the dealers shows, yet there is probably not a dealer who would not rather sell on the one-third down and twelve months' time payments if it were practical.

Competition in this field, however, keeps the longer payments necessary if one wishes to sell any real number of cars in this city.

It is the general opinion that it would be out of the question to extend payments beyond the eighteen months' period, as the effect would be disastrous to the used car market. If a person were able to buy on a twenty-month or two-year basis it would mean that the present used car buyer would at once become a new car buyer and used cars would thus be a drug on the market, dealers declare.

Even the present policy seems to be leading to more and more difficult selling of the used car, and anything that would increase this resistance would be the final straw to the market.

The consensus in Akron seems to be that the present system of long-time payments is necessary, although if a change could be effected by a combined effort of the dealers to have a short period, this would react to the benefit of all concerned.

COLUMBUS, O.

Columbus, O., Oct. 22.—Columbus automobile dealers do not seem to be in favor of a longer time payment period on motor cars, as has been proposed in some places.

They do not see any particular advantage in it and believe that it would result in increased sales of higher priced cars. They admit, however, that longer time periods might boost the sales of the lower priced cars, but this would be only temporary. It would have little effect, they agree, on the demand for used cars and they are not sure it would in any way affect their values.

If any change were to be made in the time payment period some of the dealers would rather see it cut down to eight months. Probably about 20 per cent. of the cars sold in the past year could have been disposed of on a seven-month plan, had it been enforced. Reports show that about 50 per cent. of the Fords are sold with an arrangement by which an old car may be turned in as the first payment. In regard to other cars, the proportion has been estimated at 60 per cent.

The consensus among dealers appears to be that the same amount of business could not be done with larger down payments and fewer months in which to make payments, if the deferred payments were emphasized less in advertising and sales talks. Most of the dealers seem disposed to let things run along on the present plan until some pronounced development makes a new arrangement for the handling of used cars and a change in the method of payment advisable.

ELMIRA, N. Y.

Elmira, N. Y., Oct. 22.—Elmira dealers are unanimous, apparently, in their opposition to a longer time payment period than twelve months. While some dealers under certain conditions have extended this time, it is not desired by any particular dealer.

WACO, TEXAS

Waco, Tex., Oct. 22.—The present deferred auto payment plan is a happy medium, meets the needs of every one concerned, and a departure from the twelve-month plan for an extension to fifteen months would not be good policy, in the opinion of Bob Cornelson, president of the

Moon Official Off For Mexico-Cuba

St. Louis, Mo., Oct. 22.—Edmund H. Serrano, director of exports for the Moon Motor Car Company left St. Louis this week for an extended trip through Mexico and Cuba in the interest of Moon and Diana dealers in these two countries, his itinerary, including such cities as Mexico City, Vera Cruz, Tampico, Guadalajara, Monterey and Havana, Cuba.

Just before his departure for Mexico Serrano said: "Since the recent opening of the National Bank of Mexico business in that country is improving to a marked degree and the outlook for financing Moon and Diana cars is very encouraging, indeed. The opening of the National Bank of Mexico is a most vital factor in automobile sales in Mexico."

Another important factor in the encouraging outlook for Moon and Diana business in Mexico, according to Mr. Serrano, is the fact that Mexico is spending \$40,000,000 for highways within the next few months, this work to begin immediately, and business men in Mexico say that this project will be the greatest boost to business in Mexico that the country has known in generations.

NEW CHEVROLETS IN MEMPHIS, TENN., PARADE

Memphis, Tenn., Oct. 22 (U. T. P. S.).—Chevrolet dealers from the Memphis territory met in Memphis Monday at Hotel Chisca and heard a talk from L. F. Garlock, service representative, promotion manager of the Chevrolet company; E. W. Fuller, regional sales manager from St. Louis; C. E. O'Meara of Dallas office; William Blease, and others. Luncheon was served, and following this a whole trainload of Chevrolets was distributed among the dealers.

Automobile Dealers' Association of this city.

Extension of the payment period would get a man into debt, who would buy a cheaper car on the original plan, he said. It would not increase the sale of higher priced cars, as Mr. Cornelson has found that most of these cars are either paid for in cash, or in a few months after purchase. It would not decrease the sale of lower priced cars, but would, he thinks, make conditions harder for the dealer.

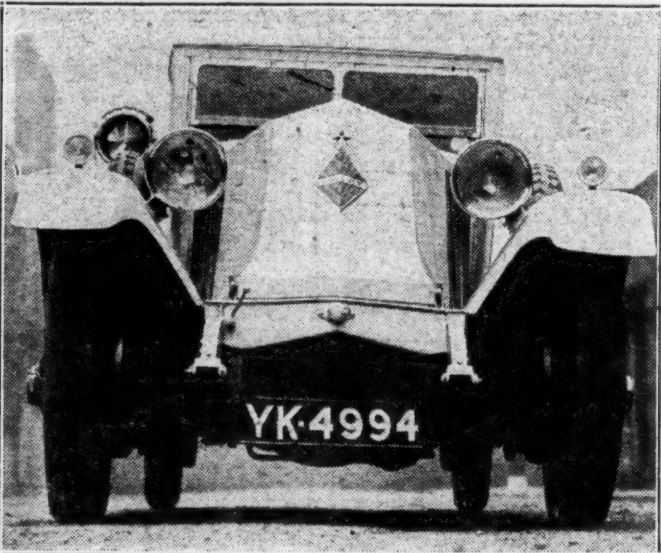
"Extension of the time payment would make us sell more new, fewer used cars," he said. "That's the reason why the working man buys a used car now—because he can't meet the payments on a new one."

About 50 per cent. of Packard, Maxwell, Chrysler, Hudson and Essex sales in Waco—Mr. Cornelson handles these makes—would have been sold on a seven months plan had this been in effect.

"Nearly all my sales, say 98 per cent., are with trade-ins as first payment," declared Mr. Cornelson.

Mr. Cornelson does not believe that if deferred payments were emphasized less in advertising and sales talk the same amount of business could be secured on larger down payments and shorter time for the balance.

STRIKING VIEW of luxurious Renault car exhibited at the Olympia Motor Show in England. It was one of the hundreds of exhibits which attracted wide attention.



Pacific & Atlantic Photos.

Distributor Doings

CHRYSLER EXCURSION
Chicago, Oct. 22.—Headed by W. C. Auble, manager of the R. H. Collins Automobile Company, Chrysler distributor in this territory, more than one hundred dealers and salesmen left for Detroit this evening to attend a convention and make a tour of the Chrysler plant. Many of those who accompany the special excursion will drive back cars.

TO HANDLE MARMON
Spokane, Wash., Oct. 22.—Blackwell Motor Company has taken over the Marmon line as distributor for the Inland Empire territory. R. F. Blackwell, manager, announces.

Claim Record Number Of Auto Dealers

Rock Springs, Wyo., Oct. 22 (U. T. P. S.).—Two Wyoming cities are claiming the title of the largest number of automobile dealers and makes of cars for population in the state. Rock Springs, with a population of 7,000, has the advantage at present, with twelve active dealers representing twenty-six makes of cars. Casper, the other city in question and which has a population of 16,000, has fifteen dealers representing thirty-one cars. Cheyenne, state capital, has but eight dealers, selling fifteen cars. Sheridan has about the same number as Cheyenne.

Insurance on 90% Of Cars in Ohio

Columbus, O., Oct. 22.—From 85 to 90 per cent. of the automobiles in Ohio are covered by insurance, according to an estimate made today by one of the leading insurance men of Ohio.

The majority of automobiles, he said, are now being purchased on the budget plan and they are insured for one year against fire and theft by the automobile dealers, the insurance being placed by the finance companies which handle the financing of the sales.

After the cars are paid for, the owners usually renew the insurance, also taking out insurance against property damage to other cars, buildings, etc. Some also are taking out collision insurance against collision damage of more than \$50 or \$100. However, only about 50 per cent. of the automobile owners are carrying liability insurance.

The Automobile Underwriters Club of Ohio has perfected a system of recovering stolen cars which has attracted favorable attention. Through a card system the theft of an automobile is immediately broadcast over the state and recoveries have been effected in many cases within just a few hours.

SAN FRANCISCO

SAN FRANCISCO, Oct. 22 (U. T. P. S.).—Compulsory liability insurance to cover personal injuries to others up to the amount of \$5,000 for every driver of an automobile in California is the plan of Charles A. Mau, San Francisco business man, who is feeling out sentiment on the proposed measure.

Mau expects to have the measure placed on the ballot at the next general state election to be incorporated as an amendment to the constitution.

for Economical Transportation



Chevrolet manufacturing schedules for October are even larger than for September. "Quality at Low Cost" is keeping Chevrolet plants running at capacity—and Chevrolet dealers busy and prosperous.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500.

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British Progress

FIGURES just announced by the British Ministry of Transport show that there are now 580,000 motor cars in service in Great Britain. In addition there are 224,000 commercial vehicles and 99,000 taxicabs. This gives us a grand total of about 900,000 motor vehicles. Further, there are 572,000 motorcycles registered.

In comparison with our own 19,000,000 motor vehicles this seems small, but there are certain aspects of motor vehicles use in which the British figures surpass ours. For instance, the proportion of trucks to passenger cars is all in their favor. They have nearly half as many commercial vehicles as they have cars. In this country the proportion is not more than one-sixth. Evidently the English business man has been quick to grasp the advantages of handling his goods by motor transport.

There is also a disproportionately heavy registration of motorcycles. This undoubtedly is brought about by the high price of fuel and the lack of the general buying power that exists here.

In the same edition of the *Automotive Daily News* which carried the new registration figures for Great Britain we found a paragraph chronicling a progressive move by a British railway. The Great Western, part of whose line runs through a rural district much in demand as a residence location by prosperous London business men, has begun erection of garages in its station yards. The object is to encourage London commuters to drive from their country places to the station and there park their cars for the day.

This idea is one that might be profitably copied in various districts in this country. It would encourage the building up of rural communities, as against the strictly suburban settlements.

Privately Carried Exports

IF there were any doubt as to the importance attached to the export end of the automotive business, it would be dispelled by a recent suggestion that several of the big manufacturers will probably submit bids to the United States Shipping Board for vessels to be used in transporting their vehicles to foreign markets. The companies mentioned included Chrysler, Hupmobile, Dodge and Hudson. Ford is already building up his own system of ocean carriers for export trade, and no doubt other makers will adopt the idea. Development of manufacturer-owned freight lines to invade the export market will give our industry a considerable advantage over those of other countries in foreign competition.

Chile—that long, narrow republic of our sister continent—is, as the saying goes, "stepping out." The Automobile Association of Santiago, announced recently that there had been a splendid response to the plan for a 2,000-mile axial highway, and that the government has already authorized the linking of Santiago and Valparaiso by a first-class road. Wise automobile export men of this country will take time by the forelock and begin preparing immediately to capitalize the big market which will be opened up.

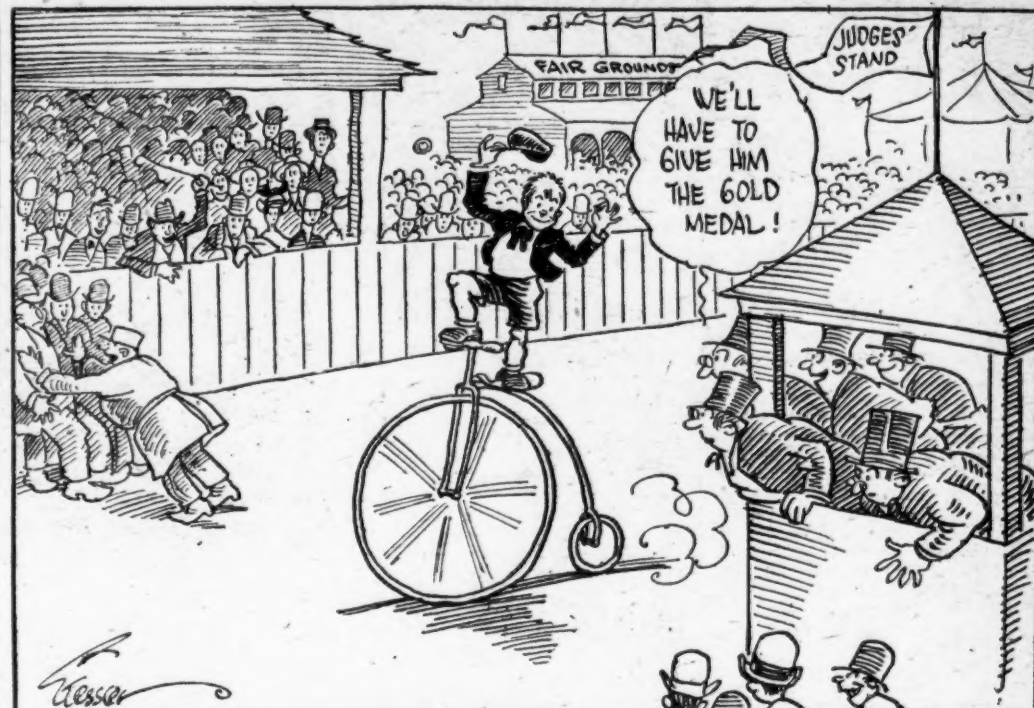
We Thank You

FOR some weeks the *Automotive Daily News* has been carrying on this page a brief form of petition to Congress for relief from the war-time excise taxes on motor vehicles, parts and equipment. It has been impossible to thank all our thousands of friends who signed this petition and returned it to this office. We therefore take this method of expressing our appreciation of the loyal support given the effort of the *Automotive Daily News* to help end this unjust impost on our industry.

Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders

By Kessler



C.W. MATHESON, VICE-PRESIDENT AND DIRECTOR OF SALES FOR OAKLAND MOTOR CAR CO. WAS A TRICK HIGH WHEEL BICYCLE RIDER AS A BOY IN GRAND RAPIDS, MICH.

The Observer

Is the automobile industry extravagant?

The answer is "No," very much "No." Yet the idea persists to quite a degree in the public mind.

The hangover of the days when the motor was the rich man's toy, when the name Vanderbilt was closely allied with automobiling, still lingers.

Not only is there no extravagance about this business, but its operations are conducted with amazing economy.

This refers not only to assembly line production and economic use of material. It refers also to the executive offices.

Go into the directors' room of the National Automobile Chamber of Commerce. You will find it a little larger than the space necessary for a long table and fifteen chairs.

No gilt. No fancy carvings. Just a long, businesslike table, fifteen plain chairs, a plain carpet, painted walls.

Yet this is the executive room of the biggest manufacturing group in the United States.

Jordan's office is almost as plain as a barracks.

The office of Roy D. Chapin is simple and unaffected.

Many successful companies make a fetish of surrounding their executives with the utmost luxury that money can buy—beautiful pictures, deep piled rugs, ornate furniture.

All this may be perfectly proper.

But it is not the policy in the automobile business. Not one expense which is not justly a part of the manufacturing cost is the rule in this industry.

The dealer sales rooms are different.

They, as well as the hangover from early days, create some of

the luxury atmosphere which lingers.

Are these great expenses of plate glass necessary?

Are we selling cars or atmosphere?

Probably both.

It would be worth while though for some strong com-

pany to try out a few large territories, one at a time, reducing from a luxurious type of salesroom to a simpler and much smaller type.

How much does the big salesroom really count?

If it doesn't count for much, there is room for a big saving.

Coming Automotive Events

OCTOBER

- 17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.
- 18-31—Salonien, Greece. First Annual Salonien Fair.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department Building Show.
- 20-21—Greensboro, N. C. Carolina Automotive Association meeting.
- 21-31—Boston, Mass. American Welding Society.
- 23—Richmond, Norfolk, Va. National Automobile Dealers' Association meeting.
- 24-Nov. 8—Shreveport, La. Auto Show at State Fair.
- 24—Charlotte, N. C. A. A. A. race.
- 24—Bay Shore, Md. Jacques Schneider airplane trophy race.
- 24—Washington, D. C. Automobile race at the Baltimore-Washington Speedway.
- 26-31—Huntington, W. Va. Ninth Annual Auto Show and Fashion Review.
- 27—Charlotte, N. C. National Automobile Dealers' Association meeting.
- 28—Columbia, S. C. National Automobile Dealers' Association meeting.
- 28-30—Grand Rapids, Mich. Road Building Show.
- 29—Jacksonville, Fla. National Automobile Dealers' Association meeting.
- 29-Nov. 7—London, England. Annual Truck Show.
- 30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

NOVEMBER

- New York City. Society of Automotive Engineers, service engineering meeting.
- 6—New Orleans, La. National Automobile Dealers' Association, Sales Congress.
- 7-15—Sao Paulo, Brazil. Automotive Exposition.
- 10—Chicago, Ill. Society of Automotive Engineers, service engineering meeting.
- 9-14—Chicago. Convention and Show, Automobile Equipment Association, Coliseum.
- 9-14—San Francisco, Cal. All-Western Road Show.
- 11-12—Washington, D. C., meeting rooms, Department of Commerce, Motor Truck Industries.
- 12-13—Philadelphia. Society of Automotive Engineers, automotive transportation meeting.
- 12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
- 15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon. Hotel Commodore.
- 16-18—Chicago, Ill. National Standard Parts Association Show.
- 16-21—Detroit, Mich. First National Motor Bus Show.
- 17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.
- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automotive Dealers' Association, Motor Hall show. Date not set.

DECEMBER

- 1-8—Pernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.

JANUARY

- 9-16—Philadelphia Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—Chicago. American Road Builders' Association Annual Convention.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner.
- 14-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 20-22—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 26—American Road Builders' Association. Good Roads Week.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 27—Detroit, Mich. Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C., Automobile Show.

FEBRUARY

- 1-6—Chicago. Chicago National Show.

Financial News of the Automotive Industry

VAST GROWTH OF STANDARD OIL COS.

Present Capitalization More Than Two Billion Dollars

NEW YORK, Oct. 22.—At present Standard Oil companies are capitalized at more than \$2,000,000,000. That consists of approximately \$1,700,000,000 of common stocks and \$245,000,000 preferred and \$100,000,000 of bonds.

In 1912, at the time of the dissolution of the parent company, Standard Oil Company of New Jersey, the Standard Oil group was capitalized at \$275,000,000 of common stock, \$2,000,000 of preferred and \$20,000,000 of bonds.

For the most part the Standard Oil's growth has been in the four big companies, the Standard Oil of New Jersey, Standard Oil of California, Standard Oil of New York and Standard Oil of Indiana. At dissolution, Standard Oil of New Jersey had a capitalization of nearly \$100,000,000, one class of stock, the exact amount being \$98,338,300. There is now \$507,301,775 common stock outstanding and \$199,972,900 of 7 per cent. preferred stock, or a total of \$707,474,675.

Second in size is Standard Oil of California, with a capitalization of \$235,228,447 stock and \$22,500,000 of notes. In 1912 this company started with a capitalization of \$25,000,000.

Standard Oil of Indiana has a capital stock of \$223,756,258, and Standard Oil of New York, \$227,535,300 capital stock and \$20,000,000 of 6 1/2 per cent. debentures.

Vacuum Oil has shown great growth, its capitalization being \$61,919,950, against an original capitalization of \$2,500,000. This company also has bonded indebtedness of \$16,100,000.

On the other hand, there is a group of Standard Oil companies that have shown no growth since dissolution, principally pipe line companies. The expansion of those companies appears to have been stopped when the pipe lines were decreed common carriers and the interstate lines placed under the control of the Interstate Commerce Commission.

It is now cheaper to send oil from the Midcontinent to the Eastern seaboard by way of pipe line to the Gulf coast and thence by tank steamer, rather than by direct pipe line to the Atlantic seaboard.

The Standard Oil companies are now paying \$113,000,000 a year in dividends, eliminating preferred dividends, which amount to about \$17,500,000 additional. On the Standard Oil of New Jersey stock at the time of the dissolution this amounts to about \$113 a share. The New Jersey company alone now is paying \$1 a share on its stock, which is the same in the aggregate as the company paid in 1912, when the dividend was \$20 a share a year.

FORD BUYING HEAVILY IN COTTON CLOTH

Detroit, Oct. 22.—During the last three weeks Ford Motor Company has been a large buyer of cotton cloth for deliveries throughout this year and earlier months of 1926.

This week the Ford company bought 7,500,000 yards of wide satens and narrow drills. About ten days ago the company bought 3,000,000 yards of wide satens and 25,000 bales, standard weight, of cotton waste, while about three weeks ago it bought 3,000,000 yards of wide satens for prompt delivery.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change
18 1/2	13	Advance Rumely	3,600	19 1/2	17 1/2	+ 1 1/2
62	47	Advance Rumely pf.	2,100	61	60	+ 1
15 1/2	10	Ajax Rubber	600	11 1/2	10 1/2	+ 1
95	71 1/2	Allis-Chalmers	2,900	94	91 1/2	+ 1 1/2
54 1/2	26 1/2	Am. Bosch Magneto	100	35 1/2	35 1/2	+ 1
1 1/2	1	Am. Bosch Mag. rts.	300	1 1/2	1 1/2	+ 1/4
14 1/2	11 1/2	Am.-La France	1,200	13 1/2	13 1/2	+ 1/4
44 1/2	27 1/2	...	1.60	Briggs Motor Co.	2,000	28	27 1/2	+ 1/2
39 1/2	27 1/2	Chandler Motor	2,400	37 1/2	36 1/2	+ 1
200	108 1/2	Chrysler Motor	6,700	195 1/2	192 1/2	+ 3
109 1/2	106 1/2	Chrysler Motor pf. A.	2,700	109	108 1/2	+ 1/2
15 1/2	8 1/280	Continental Motors	7,100	13 1/2	13 1/2	+ 1/2
40 1/2	21 1/2	Dodge Bros. A.	18,500	42 1/2	40 1/2	+ 2
91 1/2	73 1/2	Dodge Bros. pf.	1,100	89 1/2	88 1/2	+ 1
71 1/2	60 1/2	Electric Stor. Battery	1,700	69 1/2	69	+ 1/2
26 1/2	8	Emerson-Brant pf.	100	20 1/2	20 1/2	+ 1/2
120 1/2	60 1/2	Fisher Body	1,700	112 1/2	110 1/2	+ 2
28 1/2	10 1/2	Fisk Rubber	13,400	26 1/2	26 1/2	+ 1/2
114 1/2	75 1/2	Fisk Rubber 1st pf.	1,000	111 1/2	109 1/2	+ 2
38 1/2	28 1/2	...	2.50	Gabriel Snubber	1,600	36 1/2	36 1/2	+ 1/2
16 1/2	4 1/2	Gardner Motors	100	10	10	+ 1/2
137	64 1/2	...	7b	General Motors	28,600	126 1/2	124 1/2	+ 2
114 1/2	102 1/2	General Motors 7a pf.	2,700	113 1/2	112 1/2	+ 1
2 1/2	1 1/2	Glidden Co.	4,200	24 1/2	23 1/2	+ 1
7 1/2	3 1/2	Goodrich	9,000	69 1/2	68 1/2	+ 1
100 1/2	92 1/2	Goodrich pf.	200	99 1/2	99	+ 1/2
112 1/2	86 1/2	Goodyear pf.	1,000	110 1/2	110 1/2	+ 1/2
108 1/2	103 1/2	Goodyear prior pf.	100	107 1/2	107 1/2	+ 1/2
47 1/2	30	...	3.50b	Hayes Wheel	1,100	45 1/2	45 1/2	+ 1/2
106 1/2	33 1/2	Hudson Motor	18,700	95 1/2	95 1/2	+ 1/2
26 1/2	14 1/2	Hupp Motor	4,900	23 1/2	23 1/2	+ 1/2
24 1/2	13 1/250	Indian Motorcycle	100	19 1/2	19 1/2	+ 1/2
93 1/2	83 1/2	Indian Motorcycle pf.	100	99	99	+ 1/2
69 1/2	35 1/2	Jordan Motor Car	5,300	44 1/2	42 1/2	+ 2
21 1/2	12 1/2	Kelly-Springfield	3,100	17 1/2	16 1/2	+ 1
114 1/2	87 1/2	Kelsey Wheel	300	109 1/2	109 1/2	+ 1/2
1 1/2	1 1/2	Keystone Tire	2,500	2 1/2	2 1/2	+ 1/2
13 1/2	11 1/2	Lee Rubber & Tire	300	16 1/2	16 1/2	+ 1/2
238	117	Mack Trucks	17,800	225	222	+ 3
113	104 1/2	Mack Trucks 1st pf.	200	110 1/2	110 1/2	+ 1/2
39 1/2	22 1/2	Moore Motors	2,500	35 1/2	35 1/2	+ 1/2
41 1/2	40 1/2	...	3.60	Motometer A.	1,000	41 1/2	41 1/2	+ 1/2
44 1/2	15 1/2	Motor Wheel	2,400	32 1/2	32 1/2	+ 1/2
44 1/2	15 1/2	Packard Motor	11,700	40 1/2	40 1/2	+ 1/2
27 1/2	17 1/2	...	1.40	Paige-Detroit Motor	20,800	29	26 1/2	+ 2 1/2
45 1/2	10 1/2	Pierce-Arrow	12,700	42 1/2	41 1/2	+ 1
94	43	Pierce-Arrow pf.	1,100	90 1/2	89 1/2	+ 1
18 1/2	8	Reynolds Springs	1,600	11 1/2	10 1/2	+ 1
36 1/2	15 1/2	Spicer & Co.	1,400	32 1/2	31 1/2	+ 1
84 1/2	55 1/2	Stewart-Warner Speed	3,200	81 1/2	80 1/2	+ 1
88 1/2	61	Stromberg Carburetor	100	83	83	+ 1
66 1/2	41 1/2	Studebaker	18,800	62 1/2	60 1/2	+ 2
56 1/2	37 1/2	...	4b	Timken Roller Bear	6,000	53 1/2	52 1/2	+ 1
77 1/2	33 1/2	U. S. Rubber	82,200	80 1/2	76 1/2	+ 4
108 1/2	52 1/2	U. S. Rubber 1st pf.	1,100	91 1/2	91 1/2	+ 1/2
104 1/2	57 1/2	White Motor	11,000	94 1/2	93 1/2	+ 1
31 1/2	9 1/2	Willys-Overland	25,800	29 1/2	27 1/2	+ 2
112 1/2	72 1/2	Willys-Overland pf.	100	110	110	+ 1/2
32 1/2	16 1/2	Wright Aero	1,500	30 1/2	29 1/2	+ 1
48 1/2	22 1/2	...	2.52	Yellow T. & C.	13,400	35 1/2	34 1/2	+ 1
94	50	Yellow T. & C. pf.	1,800	96 1/2	94 1/2	+ 2 1/2

NEW YORK CURB MARKET

High	Low	Last
26	19 1/2	...
21	9 1/2	...
15 1/2	6	...
39 1/2	30	1.20
690	462	10
42 1/2	16 1/2	...
96	76	...
49	24 1/2	...
16 1/2	5	...
246	145	6
24 1/2	15 1/2	1.65
12 1/2	4 1/2	...
8 1/2	7 1/2	...
18 1/2	6	...
11 1/2	4	...
22	9	...

CHICAGO

Sales	High	Low	Last
300	45	44 1/2	45
700	32 1/2	32 1/2	32 1/2
650	23 1/2	23 1/2	23 1/2
160	23 1/2	23 1/2	23 1/2
2200	81 1/2	80 1/2	80 1/2
3300	35 1/2	34 1/2	34 1/2
700	95 1/2	95 1/2	95 1/2
1000	49 1/2	49 1/2	49 1/2

DETROIT

100 C. G. Springs	9	9	9
200 Edmund & Jones	32	32	32

The above table shows Wednesday's stock movement, complete.

Current Commodity Prices

NEW YORK, Oct. 22.—The London rubber market at noon was considerably easier. Prices were off about 1d. Sales of spot brought 49 1/2d.; November, 48d.; January-February-March, 42 1/2d.; April-May-June, 39 1/2d.

STEEL PRODUCTS

Semi-Finished—Gross Tons	Price
Billets, reeling	\$35.00a36.00
Billets, forging	40.00a42.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.60a 1.70
Blue annealed sheets	2.25a 2.35
Black sheets	2.10a 2.20
Auto body	4.20a 4.30
Bands	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic	...
Valleys	18.50a19.00
Eastern Pennsylvania	21.00a21.50

IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York)	Price
Heavy melting steel	\$12.00a12.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.00
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill	Price
High brass sheets	19 1/2a
Copper, in rolls	21 1/2a
Zinc, spot, New York	8.67a8.75
Lead, spot, New York	9.50a9.60
Aluminum, virgin, 98a99%	27 a 28

SEAMLESS TUBING

High brass	Price
Copper	\$23.75
High brass (round 1/2 to 2 1/2 in.)	16 1/2a
Copper rods, round	21 1/2a

RODS

High brass	Price
Copper	\$23.75
High brass (round 1/2 to 2 1/2 in.)	16 1/2a
Copper rods, round	21 1/2a

OLD METALS

Following are dealers' buying and selling prices for large quantities f. o. b. New York	Price
Heavy machinery com	9 1/2a 9 1/2
New brass clippings	9 1/2a 10 1/2
Auto radiators	7 1/2a 8 1/2
Brass, heavy	7 1/2a 8 1/2
Brass, light	6 1/2a 7 1/2
Tea lead	6 1/2a 7 1/2
Lead, heavy	6 1/2a 7 1/2
Battery lead	4 1/2a 5 1/2
Zinc scrap	3 1/2a 4 1/2

Control of Supply Puts U. S. Rubber On Sure Basis

New York, Oct. 22.—The largest rubber growing areas under the control of any American companies are owned by a subsidiary of the U. S. Rubber Company. The yield from these properties puts the U. S. Co. in an enviable position in regard to crude supply.

Through this subsidiary the big rubber company owns 117,000 acres in Sumatra and on the Malay peninsula. Some 75,000 acres have been planted and about 55,000 of these are in production. Since it takes from five to six years for a rubber tree to come into bearing, the advantage accruing to rubber over contemplated developments is obvious. These lands have been owned or under the control of U. S. Rubber for about 10 years, during which time surplus earnings have been used in development.

With less than half its plantations producing, U. S. Rubber's subsidiary is turning out about 18,000,000 pounds of crude rubber annually. More acreage will gradually be put under cultivation, and when the entire 117,000 acres are in bearing, it is expected the company will receive about 45,000,000 pounds yearly.

United States Rubber will thus obtain an increasing supply of crude rubber from this source. The product is of uniform quality and especially adapted to the company's requirements.

Until this year the commodity was taken over by the parent company at market prices. Recently a cost price of about 15 cents a pound was arrived at, after a good allowance for depreciation and development. On this basis it is estimated the profits to be taken over by the parent organization this year will approximate \$6,000,000, or \$7.40 a share on the 810,000 common shares of the parent company outstanding.

Thus, with earnings from the tire, rubber footwear and mechanical goods department, which are expected to total between \$8 and \$9 a common share in 1925, exclusive of plantation earnings, U. S. Rubber will enjoy the best year since 1920.

Rubber's funded debt now exceeds \$112,000,000. In addition there is outstanding \$65,110,000 8 per cent. preferred stock and \$81,000,000 common. On Wednesday the common stock, selling above 80, was at the highest price since 1920.

Supply of Crude Oil Drops in Sept.

Houston, Tex., Oct. 22.—Stocks of crude oil in storage in fields and tank farms of Texas, Louisiana and Arkansas on October 1, 1925, were estimated at 104,178,837 barrels, against 105,173,885 September 1, a decline of 995,048 barrels. Estimated stocks October 1, 1924, were 108,286,224 barrels, showing a decline of 4,107,387 barrels during the year.

Motor Shipments Moving Vigorously

Flint, Mich., Oct. 22.—The motor industry at Flint and Lansing is running heavy, with indications of a continuance. Buick, Flint and Chevrolet at Flint show increases. The Lansing motor industries are tracing their shipments more vigorously than ever, owing to an exceptional urgency for materials.

Eastbound movements through the Buffalo gateway are 15 per cent. higher than they were a year ago, with the westbound movement 37 per cent. off, because of the coal situation.

HUPP EARNINGS SHOW INCREASE

Net Profit for Third Quarter \$598,026—Yearly Gain

DETROIT, Mich., Oct. 22.—A net profit of \$598,026 is reported by the Hupp Motor Car Corporation for the quarter ending September 30, after Federal taxes, etc., are deducted. This is equivalent to 65 cents a share earned on outstanding \$9,138,090 common stock.

This compares with \$1,284,757 or \$1.40 a share in the preceding quarter and \$492,136 or 53 cents a share in the third quarter of 1924.

Net profit for first nine months of 1925, was \$2,735,746 after Federal taxes, etc., equal to \$2.99 a share, against \$1,182,342 or \$1.29 a share in same period of 1924.

Consolidated income account for quarter ended September 30, 1925, compares as follows:

	1925	1924
Net sales	\$9,203,905	...
Costs & depreciation	7,763,278	...
Gross profit	\$1,440,627	...
Exp., Fed. tax, etc.	842,601	...
Net profit	\$598,026	\$492,136
Common dividends	228,452	228,452
Surplus	\$369,574	\$263,684

Consolidated income account for nine months ended September 30, 1925, compares as follows:

	1925	1924
Net sales	\$32,061,604	...
Costs & depreciation	27,301,657	...
Gross profit	\$4,759,947	...
Exp., Fed. tax, etc.	2,398,720	...
Balance	\$2,361,227	...

AUTO REPAIRS BRISK FOLLOWING SNOWSTORM

St. Paul, Oct. 22.—Automobile repair garages had an unexpected rush of business Sunday night and Monday morning, as more than 100 motor cars were piled up in collisions and crashes on hills and steep bridges. Two inches of snow which fell Sunday melted, then froze and covered city streets with a thin, dangerous layer of ice.

In one instance nineteen cars were tangled up at the foot of a bridge. This accident, in which several persons were slightly injured and every car damaged, some to the extent of several hundred dollars, resulted in closing of the bridge to traffic until the ice had been covered with ashes.

Free Towing Helps Garage Business

Chicago, Oct. 22.—Free towing from any part of the city is offered patrons of the Brothers Motor Car Company, one of the leading garages and service stations on the south side. The company operates on a twenty-four-hour basis, which in recent years has been more or less abandoned by garages and service stations. The free towing inducement has stimulated business to such an extent that recent additions have been necessary.

NEW GARAGE

Quincy, Mass., Oct. 22.—Foundations have been completed for a garage and service station at 200 Hancock St. for Alexander Pompeo, 24 Curtis St., Quincy. The building will cost \$45,000.

GASOLINE CURB PUMPS HELD LEGAL IN BUFFALO

Buffalo, N. Y., Oct. 22.—Erection of gasoline pumps at the curb is legal in Buffalo under the home rule act, the validity of which was recently upheld by the state Court of Appeals. Corporation Council Rupp has notified the City Council. The council had questioned the legality of such locations.

NEW DEALERSHIP

Portland, Ore., Oct. 22 (U. T. P. S.).—Don Dawson, manager of the General Petroleum Company, announces the opening of distribution dealerships for General Products in the Wenatchee, Wash. district. Distribution in this new district was taken by the Wenatchee Petroleum Company.

TO VISIT ARIZONA
Dubuque, Ia., Oct. 22.—Thomas P. Kelly, president of the Yavapai Onyx Company, has returned to

Dubuque after a visit to Chicago. He will leave shortly for Arizona, where he will visit the company's quarries in Yavapai county.

WISCONSIN AXLES

Wisconsin axles are known and recognized as standard throughout the world. Used under more than one hundred different makes of trucks, busses, coaches, railcars and tractors.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating, Semi-Floating
WISCONSIN PARTS CO., Oshkosh, Wis.

NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED OCTOBER 10

The following table gives weekly commercial car registration figures in states where they are available.

States	Acme	Autocar	Brockway	Chev-rolet	Com-merce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason	Overland	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
Kansas				2				3	2	153			1	1					1	1									23	Kansas
Louisiana				8				5	2	40			6	2													5	1	170	Louisiana
Maryland		3		5				5	2																				68	Maryland
Nebraska							2			7																			9	Nebraska
N. Hamp.				2			4			19			2	2					1										31	N. Hampshire
N. Carolina				5				6		123		2	2					2	1								1		142	N. Carolina
N. Dakota				8				1	2	61		2							1										75	N. Dakota
Oregon				7				4	2	31		2	1	5															52	Oregon
Rh. Island		2					2	1		15				1				3									2		26	Rhode Island
S. Carolina				4			4	3		107			1					1								1	1		122	S. Carolina
Texas				28			6	15	1	394		2	12	2			2	4	1								1	3	471	Texas
Utah				1			2			11			1	2							15					1			33	Utah
Wash'gton				1			3	4		43		1	1	4			1	2	2				1					1	64	Washington
W. Virginia		4		6		1	13			54	1		2				3	2		2									88	W. Virginia
Wyoming										4																	1		5	Wyoming

LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for September, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brockway	Chev- rolet	Com- merce	Diamond-T	Dodge	Dodge- Graham	Federal	Ford	Garford	G. M. C.	Inter- national	Mack	Mason	Overland	Pierce- Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel- laneous	Totals	States	
Alabama							1	1		46																	1		49	Alabama	
*Arizona				9			16	7	1	53			6			4	1	2					1				1	4	105	Arizona	
Arkansas				14			7		4	329			4					1	4				1				3	3	370	Arkansas	
*California		14		76			211	179	85	728	5	34	33	47	3	7	9	66	5	1			22	7	2		46	131	1661	California	
*Colorado				30			3	14	1	282		8	6	4		1		6	2			1				1	3	12	369	Colorado	
*Connecticut	1	2	7	35			73	26	21	335		11	6	36	1	4	5	61	1	1	2		4				24	24	680	Connecticut	
Delaware		2		6			1	4		86		1				1		9									2		112	Delaware	
*Florida				19			35	54	17	1069		2	51	42		6	32	4	32								12	44	1419	Florida	
*Georgia				3			18	3	4	442			8	11				11									11	29	540	Georgia	
Idaho				22			18	7		144		1	11	2				5	4				1					1	216	Idaho	
Illinois		15		80		51	101	41	14	786	5	16	63	41		6	2	60	1			1	3	5	3		38	116	1460	Illinois	
*Indiana		1		54	1		43	29	9	991		14	65	19		6		28				7			3	6	8	47	1331	Indiana	
Iowa				47			14	12	3	331		3	19	2	1			24					1				2	16	475	Iowa	
Kansas			1	31		1	22	9		331		1	22			2		8	2				1				3	11	445	Kansas	
*Kentucky				18			23	19	1	283		4	13	6		5	11	2				2	1			1	7	21	417	Kentucky	
Louisiana																														Louisiana	
*Maine			1	23			17	16	2	148			2	2					21									6	238	Maine	
Maryland	2	10	5	27	1		18	10	10	212		6	22	11		2		13	2	1	1	2	1				23	4	383	Maryland	
*Mass'etts	5	35	12	30		1	90	29	14	741	2	11	36	45	12	9	17	108		2	3		3	9	7		47	44	1312	Massachusetts	
Michigan	2	10		117	2		78	54	63	1057		28	51	54	1	7	4	93	8	10		1	6				27	123	1796	Michigan	
*Minnesota				70			38	61	9	1016	4	7	75	15		9	3	33	2							2	16	8	1368	Minnesota	
Missouri		1		48		3	31	31	18	547	2	16	27	17		2	2	10	1				4	5			33	38	836	Missouri	
Montana				14			13	8		197			7	3		3		6									4	4	259	Montana	
*Nebraska				11			10	6		350		9	18	1		3	2	6	1				1				5	5	428	Nebraska	
*N. Hamp.		1	1	7			8	2		68			4	4		1		8									2	5	111	N. Hampshire	
New Jersey																														New Jersey	
N. Mexico				4			10	1		73			2					2					3					1		96	New Mexico
*New York	7	61	84	158	8	13	245	70	33	1755	5	24	96	146		24	22	127	5		47	1	15	9	22		116	105	3198	New York	
*N. Carolina		2		4			4	41	2	322		5					1	5	4	2	4							32	428	N. Carolina	
*N. Dakota				39			3	10	1	695			36					5										1	790	N. Dakota	
*Ohio	4	2	3	65	1	1	50	32	11	928	1	9	41	39		10	6	44	6				2		2	4	67	47	1375	Ohio	
Oklahoma				17			22	12	4	719	1	5	8	10				3										31	1	841	Oklahoma
Oregon				21			26	8	158	2	18	3	17	1				5										16	13	288	Oregon
Pennsyl.	10	73	21	184	4	4	162	138	37	861	17	20	60	98	7	43	14	123	7		2	1	5	16	14	1	108	94	2122	Pennsylvania	
*Rh. Island				9			23	9	4	88		2	6	8		1	3	9	1									9	1	177	Rhode Island
S. Carolina				4			5	4		295		1	4	2				4	3									2	3	329	S. Carolina
S. Dakota																															S. Dakota
*Texas																															Texas
*Utah				9			18	8		29			12	2				5					1					2	4	126	Utah
Virginia		4		35		2	11	17	3	443	2	1	12	4		1	3	4	5	2		1						7	16	568	Virginia
Wash'gton	1			29			32	14	1	371	2	13	11	7		4	2	14	2				4	1				13	27	548	Washington
W. Virginia	1	11		22	1	1	32	24	12	196	1	4	23	4		3		9	3	4			1	2			4	14	373	W. Virginia	
Wisconsin				58	1	11	29	24	9	359	1		21	10		6		24					2	6	3	2	3	25	602	Wisconsin	
Wyoming				8			12	5		37			2					6					1					1	3	75	Wyoming
Dist. of Col.		2		5			6	2		71		1	4	2			1	3	5									8	9	119	Dist. of Col.

*Registration for month of August.

Skid Chains, Heaters and Covers Lead Week's Sales

CHICAGO, Oct. 22.—Chicago dealers in automobile accessories report a satisfying increase in sales for the past week, some having transacted a greater volume of business last week than in any period of the same length in the past year.

Aided by a cold snap which hit the city a few days ago, winter accessories, such as radiator covers, heaters, winter-tops, robes, etc., showed a good sales increase. Heavy rains during the early part of the week resulted in skid chains taking a decided jump on sales charts, one dealer reporting more sales of chains last week than for any month of the year.

The Chicago Auto Supply House reports sales very good, with orders for future delivery coming in steadily. The demand for seasonable accessories is steady, and shows signs of increasing from now on through the cold weather.

United Motors Service reported a slight falling off in sales, but said that this period was much better than the same week of 1924. Radiator fronts, about the only winter accessory handled by them, are selling well.

Breckley-Ralston, automobile accessory dealers, report a decided increase in sales over the previous week. Not only has city trade picked up, but orders from the outlying districts around Chicago are pouring in, the sales manager said. The company looks forward to the best winter season in years.

The Universal Automotive Supply Company reports good sales of accessories of all kinds for the past week. The demand is steady, the sales manager reported, with an increase over the volume of the week before.

In the opinion of most of the dealers, although business is exceptionally good, the real business in accessories has not yet commenced. With the advent of very cold weather, most dealers expect sales to soar to a point beyond any reached in the past two years. The outlook for winter business is brighter than it has been for several seasons, and Chicago dealers are ready to take advantage of the situation.

OAKLAND, CAL.

Oakland, Cal., Oct. 22.—Retail dealers in this territory are preparing for an intensive drive for Christmas business this year. Several of the chain store branches here have already circularized the district with lists of appropriate holiday gifts for motorists.

While there was a lull in accessory buying in September, the business showed signs of briskness last week.

Wholesale accessory activities are beginning to be felt by the local jobbers. Up country merchants are laying in their winter supply of automobile equipment. It is the opinion of dealers here that the accessory business trend will be upward from now until late December.

TACOMA, WASH.

Tacoma, Wash., Oct. 22 (U. T. P. S.).—A general pick-up of sales on the more seasonable accessories in the Tacoma district is indicated in the reports of several of the larger dealers here. All feel very optimistic on the general outlook for accessory sales here during the remaining months of 1925.

H. B. Avery, manager of Chanslor & Lyon Company, reports his company's business about 10 per cent. better this fall than it was in the fall of 1924. Windshield wipers and spotlights, he says, have been having a good sale since the heavy fogs have set in. In one half of its display window the company has an exhibit of Arvin & Chanson exhaust heaters and Forest electric heaters; Trico windshield cleaners; Weed chains and weatherproof tire covers. In the other half of the window it has a display of Champion spark plugs.

This latter item is having a good, steady sale here, the dealers re-

Service

By CLYDE JENNINGS

An automobile dealer who sells cars and runs a tourist storage garage on the Canadian border was telling me a few days ago about his plans for the winter.

"We used to let the men go when cold weather came and shut up shop, practically, for the winter. But we cannot afford to do that now," he said.

"Mechanics are much too valuable to be thrown away after one season's use, and that is practically what you do when you discharge them at the end of the season."

"If you hire a man in the spring and discharge him in the fall, you merely hire his mechanical ability,—as much as he is inclined to give to you."

"But if you carry him over a slack season and let him know that as long as you are in business and he does good work, he can depend upon you for a living for himself and family, he becomes much more than a mere mechanic."

"He becomes a part of your organization."

"All summer he will be dropping remarks to people about work next winter and he will consider his jobs differently all along the line."

"Since we have carried over our main mechanics, putting the winter work on a competitive basis, we have had better work all through the shop at all times."

This man will carry over seven or eight mechanics this winter in a border town of 5,000 people, where snow is plentiful.

It will probably cost him something on a week to week basis, but he says he will profit by it next summer.

SEVEN STORY GARAGE FOR PARKING AUTOS

New Orleans, La., Oct. 22.—The first building designed especially for the parking of automobiles to be erected in New Orleans is that of the Iberville Garage, which was opened last week on Iberville Street, between Royal and Bourbon Streets, one block from the city's business center. It is seven stories in height, fireproof and has a capacity of 1,000 cars. Directors of the garage company are Ernest M. Loeb, Walker B. Spencer, G. Owen Vincent, W. Horace Williams and Robert Loeb, and G. B. Stickling, Jr., formerly in charge of the La Salle Hotel garage at Chicago, is manager.

NEW BRAKE SCALE

Los Angeles, Cal., Oct. 22.—The Donovan brake scale, an invention designed as an aid in the testing of brakes, has been invented by Paul J. Donovan of this city. Mr. Donovan advances the idea that most motorists driving with unsafe brakes would remedy the condition if they knew how and that his invention will fill the need for having an accurate method of measuring a brake's safety.

port, and proof of it is further indicated in the fact that three of the local dealers have given over one-half of their display window space to show Champion spark plugs. In addition to the Chanslor & Lyon Co.'s display there are also displays in the windows of Reynolds & King, Inc., and of the Ferguson Auto Supply Company.

Campaign for Better Brakes

Pittsburgh, Pa., Oct. 22.—Thousands of automobilists in Allegheny county are expected to take part in Better Brakes Week, starting Monday, October 26, and co-operate with the National Safety Council here in the hope of reducing the toll of deaths and accidents.

All the industries, department store and fleet owners, the Automobile Dealers' Association and other organizations have banded together and are behind the better brakes program.

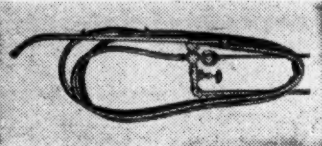
Under the direction of a committee of the Western Pennsylvania Safety Council and the various industries and clubs, five test stations will be established in central locations throughout this district.

Each car, which, when tested, measures up in the matter of safe brakes, will be given a green octagon sticker.

The test of the brakes will consist in running the car at twenty miles an hour, and appliance of brakes at stated white lines. If the brakes fail to work within a 37-foot stretch, the mechanics will inspect them and suggest ways of remedying the defects.

Shop Equipment

TYPHOON KAR KLEENER



Car washing is said to be made easier and quicker with the use of the Typhoon Kar Kleener, made by the Globe Manufacturing Company, Battle Creek, Mich. It makes use of air and water under pressure and is said to completely remove dried, caked and even frozen mud from a car in four to ten minutes without marring the finish.

The cleaner is operated by a one-half horse-power compressor. If compressor equipment of this size with a thirty-gallon tank is already available in the shop, it is not necessary to install a new outfit. It operates efficiently with any water pressure above 20 pounds, and uses but little air.

"HELP WANTED"

Alliance, O., Oct. 22. — For the first time in months, the "help wanted" sign has been hung out at the Transue-Williams Steel Forgings Corporation plant here. The concern, manufacturing axles and parts for automobiles and coaches, has sufficient orders on the books right now to operate day and night shifts uninterruptedly for six months without additional orders.

Goodyear Rubber Non-Skid Chain Now on Market

Akron, O., Oct. 22.—One of the latest developments at the Goodyear Tire and Rubber Company is the production of the Goodyear Rubber Non-Skid chain.

The new product is said to be practically noiseless. Its grip in mud and snow is better and greater. Goodyear officials claim, and it does not harm the tire when traveling over bare pavements, doing away with the necessity of changing continually during the winter.

The Goodyear Rubber Non-Skid chains will be distributed through the Goodyear dealers throughout the country and even now the factory is rapidly being flooded with orders from all sections.

Company officials claim these rubber chains will wear from 1,500 to 3,000 miles without any trouble.

The Goodyear Rubber Non-Skid chains are held in position by the usual steel chain running around the side of the tires, but in place of the steel chains across the traveling surface of the tires Goodyear has substituted diamond rubber cross-crosses.

Keep step with the industry through the Automotive Daily News.

Outselling all other Eights in its field *because* of its great performance

HUPMOBILE EIGHT



CHICAGO SOLIDLY BEHIND TAX MOVE

Petitions Signed by Thousands; Duluth Also Acts

CHICAGO, Oct. 22.—Thousands of Chicago motorists have joined to protest to the United States Congress against the continuance of the present Federal excise taxes on automobiles, trucks, parts, tires and accessories. Petitions addressed to the members of the House of Representatives from this city have been presented.

A short time ago the Chicago Automobile Trade Association, which has officially gone on record as opposing these taxes, sent many thousands of these petitions all over Chicago. The response has been even better than anticipated.

Several members of Congress have already expressed themselves as favoring the repeal of these taxes, and a strong effort will be directed at the next session, which begins early in December, to this end.

The association has issued the following bulletin:—

"While several hundreds of petitions opposing this tax have already been returned, there are still several hundreds outstanding. Every one in Chicago who has one or more of these petitions is urged to get them filled as rapidly as possible and return them to the office of the association.

"Get your friends, your employees, every one, to sign these petitions. The more the merrier, and the greater the effect will be upon our Chicago congressional representatives.

"Many other agencies throughout the country are working to effect the repeal of this indefensible tax. Chicago and Illinois cannot lag at this time. It is a matter strictly up to the owners and users of automobiles as to whether they want to continue paying into the Federal coffers this tremendous sum—nearly \$125,000,000 annually—and all unnecessary!"

Organized motorists of the entire state through the Illinois State Automobile Association, the State Federation of Automobile Clubs and Motor Vehicle Owners, have entered the campaign. The board of governors of the association has unanimously adopted resolutions, addressed to all Illinois representatives in Congress, including Senators McKinley and Deneen, requesting them "to use their utmost efforts at the coming session of the 69th Congress to secure the repeal of these taxes."

DULUTH TAKES HAND

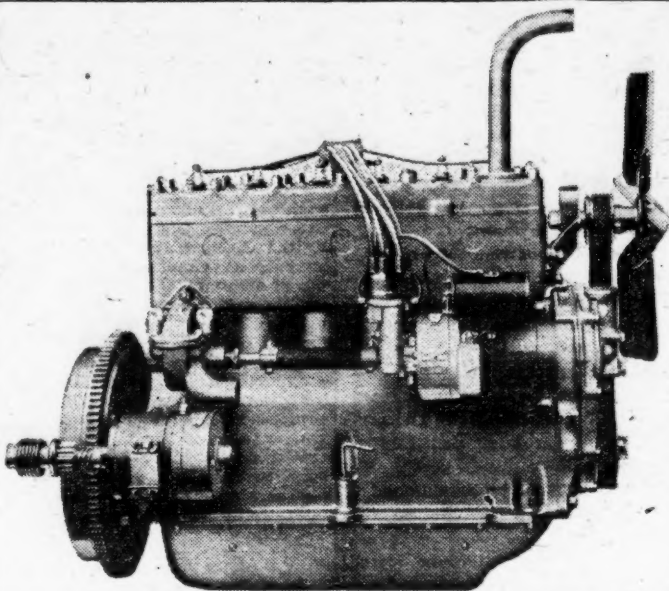
Duluth, Minn., Oct. 22.—A move to call upon Congress to reduce the automobile excise taxes in the next revenue bill was started among Duluth motorists this week by the Duluth Automobile Club. Several petitions have been circulated throughout the city for signatures of all motorists, whether members of the club or not.

RICHMOND, VA., DEALERS ELECT NEW OFFICERS

Richmond, Va., Oct. 22 (U. T. P. S.).—James A. Kline was unanimously re-elected president of the Richmond Automotive Trades Association at the annual meeting of the organization held Monday night at Rueger's Hotel.

The following other officers were named to serve for the ensuing year: John B. Alsop, vice-president; Kenneth H. Chadick, secretary; and J. G. Frazier, treasurer. The board of directors elected follows: J. A. Richardson, H. N. Baker, W. C. Wells, M. R. Lloyd and E. F. Taylor. In his annual report President Kline stated that the membership of the organization had increased more than 100 per cent.

THE STAR SIX CYLINDER MOTOR. This new power plant is of the "L" head type, with a 2 1/4-inch bore and 4 1/4-inch stroke. It develops forty brake horsepower, has full forced feed lubrication and silent chain front drive.



FRENCH TREND TO LIGHTER MODELS

New Cars Being Produced; Other Foreign News

Paris, Oct. 22 (U. T. P. S.).—The word that the trend in auto building here is steadily toward light models is not news, but it is always interesting to note how one manufacturer after another here is recognizing the success that Citroen and Renault achieved and is bringing out light models.

One of these is the 1926 model of eight horsepower brought out by the De Dion Bouton Works, and is creating much attention by the completeness of construction and equipment.

It has a four-cylinder motor of three speeds and can make thirty-five miles an hour. It has four wheel brakes and self-starter, while the interior bears all the marks of refinement commonly found in the larger cars.

It comes with four-place landau let body, plus a seat for the chauffeur, and has been adopted by some of the taxi companies here.

Another French maker who has entered the light car field is Berliet, at Lyon. He has put out a seven-horsepower model, which is meeting a favorable reception.

IMPORTS INCREASE

London, Oct. 22 (U. P. T. S.).—For the eight months ended August 31 the official statistics show that there has been a great increase in the import of foreign automotive vehicles, chassis and parts to Great Britain compared with the respective periods of 1924 and 1923. The three value totals are: 1925, £8,488,738; 1924, £5,355,813; 1923, £4,672,964. This increase is certainly partly due to the rushing in of foreign-made autos prior to the re-imposition of the McKenna import duties in July. The export shows a very satisfactory increase. Its value for the same period, compared with the figures for 1924 and 1923, was: £6,049,092, as against £3,902,154 and £2,200,689.

ITALY AIDS OIL

Rome, Oct. 22 (U. T. P. S.).—A decree has been issued by the Italian government providing for the duty free importation of machines and metallic materials intended for use in petroleum prospecting and exploitation. The decree will remain effective for ten years, but will not apply to materials used in the extraction of bituminous shale and mineral oils other than petroleum.

ITALIAN EXPORTS CLIMB

London, Oct. 20 (U. T. P. S.).—During the first six months of this year 10,750 automobiles were exported from Italy, against 7,240 in the first half of 1924.

Bus Activities

PEORIA BANS BUSES

Peoria, Ill., Oct. 22.—A jury in the County Court has found Mrs. Mae Jones, "queen of the jitney bus drivers" guilty of a charge of violating the public utility act for operation of a jitney bus service in Peoria. It was a test case to determine the rights of the jitney buses to run on Peoria streets and under the agreement Mrs. Jones will not be punished, but all buses banned from the streets. Buses have been operating here without certificates of convenience and necessity, the defense being that they were operating as taxicab lines.

PENN. COMMISSION ACTS

Pittsburgh, Oct. 22.—The Pennsylvania Public Service Commission, sitting in this city and other points in the state, is confronted this week with one of the largest lists of motor bus line applications it has had in several months. Hearings are being held in each case, and upon approval of the application certificates of public convenience will be issued.

BUS LINES IN TEXAS

San Angelo, Tex., Oct. 22.—Motor buses with carrying capacity of twenty and twenty-five passengers with luggage are now being operated regularly between San Angelo and Fort Worth, a distance of 225 miles, the daily service being through Ballinger, Coleman, Cross Plains, Rising Star, Cisco, Eastland, Ranger, Mineral Wells and Weatherford, all important Texas towns.

FRANCHISE GRANTED

Olean, N. Y., Oct. 22.—No opposition to the proposed motor bus service of the Olean, Bradford & Salamanca Railway in the streets of Olean developed, and it was voted to grant the desired franchise for a term of fifteen years. The company proposes to discontinue street cars and replace them with motor buses.

BUS CHAPEL PLANNED

Dallas, Tex., Oct. 22.—The Dallas-Fort Worth Safety Bus Company has made a three-year lease on a two-story steel and concrete building to be erected here at a cost of \$30,000. The building is to be constructed especially for a bus chapel and will be conveniently located as to the leading central hotels.

ALLIANCE CITY COACHES

Alliance, O., Oct. 22.—The Yellow Cab Company of St. Louis has been awarded the contract for the chair coaches to be placed in service in the Alliance citywide service. The new system, which will replace city trolley lines eventually, will go into effect October 28 if the coaches arrive on schedule.

STORAGE BATTERY VEHICLE CONSIDERED IN ENGLAND

Electric Taxis and Other Types May Be Developed

London, Oct. 22 (U. T. P. S.).—Growing interest is being taken in this country in the possibility of the storage battery vehicle, and there are indications of developments in this direction. Some years ago a number of battery electric vehicles were to be seen, and they proved to be suitable for a number of classes of work, particularly in the big towns and in the closely clustered industrial districts. The suggestion has been seriously made within recent weeks that there is scope for the electric taxi in London, and almost coincident with this comes the announcement of the award of a prize of £1,000 given by a private donor for the best type of locomotive for mines to Joseph Booth & Bro. of Leeds. This is an electric vehicle specially designed for work in pits, and built to haul ten tons on the level. The whole apparatus is spark and flame proof and, although the initial cost is comparatively high, the maintenance costs are low, as electric power in the mines can be obtained without difficulty.

Uniform Bus Law For 12 Mass. Towns

Boston, Oct. 22 (U. T. P. S.).—Town and city officials of a dozen Massachusetts municipalities south of Boston held a conference here recently for the purpose of drafting a uniform bus law. Under the agreement reached with the representatives it was decided that all these municipalities should adopt a uniform set of laws regulating bus operation before a permit is given for the buses to run through the towns and cities.

It was brought out that with the widespread recognition of the bus as a transportation agency it was an advantage to have regularly established bus lines operate through towns and cities represented. On the other hand, there was a disadvantage in the fact that in some sections bus line owners would only run in good weather or when they were assured a heavy volume of business.

It was brought out that there are plenty of regulations for buses now under the law, but that this matter of regular service was rarely touched upon in granting permits.

The committee finally decided that it would adopt the Milton plan of requiring bus owners to post bonds to assure regular service before granting permits, provided that such action would be legal. They have put the matter up to Attorney General Benton for an opinion. It was also agreed that all the towns and cities represented would adopt uniform laws concerning bus regulation and permits for bus lines.

CHICAGO CITY ORDINANCE ON BUSES AWAITS ACTION

Chicago, Oct. 22.—Final arguments in the test case between the city and the Chicago Motor Coach Company to determine the validity of a city ordinance which provides for regulation of motor bus routes and exactment of a percentage of the company's revenue for use of the streets will be heard within the next thirty days, Corporation Counsel Francis X. Busch states.

This week Mr. Busch will confer with Attorney James G. Condon of the bus lines, who has prepared his argument. The coach company is now operating by grace of a temporary injunction.

The court action was instituted by the city by agreement between Mr. Condon and Mr. Busch. No final ruling is expected until the case reaches the State Supreme Court. The hearing scheduled will be in a lower court.

BRANCH SELLS 80 TRUCKS

Tulsa, Okla., Oct. 22.—D. A. Bowen, manager of the Tulsa branch of the Mack-International Motor Truck Company, reports a good business this year. To date they have sold and delivered more than eighty trucks and buses in Tulsa and its territory.

DETROIT JITNEYS WIN RECOGNITION

Privately Owned Cars Help Solve City's Traffic Problem

Special from A. D. N. Detroit Bureau

DETROIT, Oct. 22.—Jitney service in Detroit in handling passenger traffic has reached a high plane and is now regarded as a distinct factor in helping to solve the city's complex traffic problem.

Officials of the Blue Ribbon Association, which includes in its membership practically all the "jitneys" of Detroit, report that a check of passengers carried in one eighteen-hour period shows 58,000 people transported by jitney; these being handled by approximately 550 operators.

This check was made at such a time as included both day and night driving, the rush hour periods and the intervals between. On this basis, the jitneys are figured to carry more than 3,000,000 passengers annually. Only a few of these vehicles operate Sundays.

According to L. E. Keller, president of the Blue Ribbon Association, jitneys operate on four principal thoroughfares. While a 10-cent fare is the usual charge, higher rates are permitted beyond the five-mile limit, with 20 cents as the maximum fare in the city.

"Jitneys" use seven-passenger automobiles almost exclusively, most of them of the latest design. Studebakers, Buicks, Cadillacs and similar types are favored. Each operator owns his own car, and in many instances the owners undertake to put new cars into service every spring.

The jitney drivers were organized in December, 1920, when it was seen that the city, then contemplating the purchase of the Detroit United city lines and their operation under municipal ownership, was planning to have the privately operated vehicles ruled off the streets as passenger carriers.

Public opinion, however, favored the jitneys, and the public rallied to their support, urging that their service be retained to help carry the load. After the city had acquired the urban car lines, suit was brought in Recorder's Court to oust the jitneys from the streets. This case is now on the Supreme Court docket, with a decision hoped for before the first of the year.

As a result of the litigation between the city and the jitney drivers, no licenses to operate have been issued since May 15, 1922, but they are permitted to run on sufferance.

"Until we organized," said President Keller, "the jitney situation in Detroit was in a state of chaos. We saw that we had a fight on our hands, and we organized to fight."

"Today the men are courteous and they obey the traffic ordinances. All of them are making money. I believe that the city administration now realizes that the jitney is a necessary aid in handling Detroit traffic, especially at the rush hours. A useful rule that we have inaugurated is that every driver is required to go to the end of his route before turning around, even though he has no passengers."

TRUCK BRANCH OPENED

Philadelphia, Oct. 22.—A new direct branch has been opened by the Mack-International Motor Truck Company at Torresdale Avenue and N Street, Frankford, Philadelphia, according to an announcement just released at the general office in New York. The new branch, which will be the ninety-sixth direct branch of this company in this country, will be under the direction of F. A. Warner, vice-president of the company, and H. L. Woehling, Philadelphia branch manager. There will be no local manager.

INCREASE IN TIRE PRICES IS BOOST FOR BUSINESS

SAN FRANCISCO, Oct. 22 (U. T. P. S.).—The manifest instability of the tire market has had its effect on San Francisco business. As a whole, the first two weeks of October saw a larger volume of business than the same period a year ago, but a let-down in business has been noted over September sales.

Stocks are not as plentiful as during the summer months. Many dealers are carrying only a thirty-day supply in order to be ready for price and market changes.

Brooks & Scales, Inc., Kelly-Springfield tire dealers, have found that business in the smaller sizes of tires has fallen off, but business remains excellent for solid tires of all sizes. The solid tire stocks have been increased and a good winter trade is anticipated. The house has built up a splendid rebuilt tire business within the last year and reports that this end of the business is now one of the most profitable. There has been a big demand for used tires in San Francisco this year and the Brooks & Scales rebuilt stocks have hardly been sufficient to supply the market.

The firm is doing about a 10 per cent. balloon tire business and finds its biggest market for solids in the 34x5 and 35x5 sizes.

The Costello-Lang Company, Falls tire dealers, has had a good sale for the larger sizes of high pressure tires, particularly the 35x5 size. The most popular balloon seller is the 730x20.

From the present outlook, this year's business of the Tansey-Crowe Company will exceed last year's volume by \$70,000. The company specializes in Pennsylvania high pressures, balloons and Kelly-Springfield solid tires. The "tuxedo" low pressure Pennsylvania tire is the big seller. Stocks are being kept at last year's levels due to the uncertainty of the market.

Other tire dealers have found a good fall business with a tendency to slack during the last week, and there is a general desire to keep stocks at a close margin.

NEW HAVEN

New Haven, Conn., Oct. 22.—An increase in the price of tires which generally amounted to 15 to 20 per cent. took effect here Monday, and according to most of the local dealers, who used this for a sales argument, tire sales last week took a big jump over the week previous.

"Our tire sales during the past week jumped almost 25 per cent. over the week previous as a result of the price notice increase," said Edward J. Byron, head of the Byron Tire and Rubber Company of this city, distributor for Kelly-Springfield tires. "Our sales average so far this month is a little in advance of the same month last year, but the outlook from now on does not look very promising," he continued.

Balloon tire sales have dropped off considerably during the past three or four weeks, according to several tire distributors in this section.

COLUMBUS

Columbus, O., Oct. 22 (U. T. P. S.).—Sales in tires during the past week have been good, as has been the case for some time, according to dealers here. Comparing this week with the previous week, sales are about equal. Comparing the month of October to the time of writing with the same period of last year, sales seem to be somewhat ahead. Some dealers report just a slight increase, others report business about the same, and still others say business is way ahead.

Will Sharpe of the Sharpe Tire and Battery Company reports his business about on the same basis as last year at this time, while

Akron Is Agog Over Firestone's Liberia Rubber Plan

Akron, O., Oct. 22.—Akronites who have been selected for the Firestone expedition in Liberia in connection with the proposed plans for developing vast rubber plantations there are arranging for a stay of at least eighteen months. The spirit of adventure has been aroused in many by the undertaking and private affairs are being put into shape before the departure. Firestone is giving unmarried men preference for the work in Africa wherever possible.

Akron in general is taking a decided interest in Liberia since the recent announcement of Firestone's plans and books on that region at the library are in great demand. Practically every one at the Firestone factory is talking Liberia and many are indulging in day dreams as to what the future holds in store for the expedition.

Tire Notes

DISTRIBUTOR LOCATES

Los Angeles, Cal., Oct. 22.—The Western Rubber Ace Company of San Francisco has taken a lease on the building at 1238-40 East 9th St., where it will be located as the exclusive distributor for Los Angeles county of a special inner tube. The concern formerly manufactured the tire in San Francisco, but recently sold the patent rights to the B. F. Goodrich Rubber Company of Akron, O., which is now the sole manufacturer.

MAIZE TO SELL TIRES

Columbus, O., Oct. 22.—Whitney W. Maize, formerly with the H. B. Coen Company, Ford dealers, has joined the James A. Tierman Tire Company, 179 East Gay St., in the handling of India Quality tires. The Tierman Company is successor to the Hinkle-Tierman Tire Company.

HOLD FALL MEETING

Trenton, N. J., Oct. 22.—The Rubber Manufacturers' Association of New Jersey held its first fall meeting at the Stacy-Trent Hotel here recently. Following a dinner there was a general discussion on the present rubber situation. Charles E. Stokes, president of the association, presided.

RUBBER TEAMS PLAY

Buffalo, N. Y., Oct. 22.—The standing of automotive concerns in the Chamber of Commerce Bowling League is not so good at present after about three weeks of play. The Hewitt Rubber Company is eighth, Dunlop Tire eleventh and Fisher Body Company occupies the unlucky thirteenth position.

Ivan Adams, secretary and treasurer of the Adams Barre Company, distributor for Cupples tires, reports his business has increased about 35 per cent. over last year.

Balloon tires are not selling so well as they did during the summer months. An average of about 8 per cent. total sales has been reported on balloon tires. The balance is high pressure pneumatics. Chevrolet and Ford sizes are in the greatest demand in the way of tires. Getting into tires for heavier and larger cars, 32x4 seem to be the best seller. Other good ones are 31x4 and 32x4½. Tubes are selling equally as well as tires, the majority of dealers selling a tube with each casing.

Both distributors and dealers report their stocks rather heavy at this time of the year. They are about twice as large as a year ago. The price situation in Columbus is affecting the dealers in two ways. They are making more money than ever before and, on the other hand, customers are kicking on prices.

Prospects for fall are not very bright, according to reports received. This is due largely to the fact that fall is setting in rather early, and the days are already turning very cool.

Bureau Report On Tire Dealer Stocks

Special from A. D. N. Washington Bureau

Washington, D. C., Oct. 22.—With most of the tire dealers in the country showing an increase in their volume of stock on hand, the small dealers represent the big majority in about the same proportion this year as last. This is shown in figures being compiled by the Department of Commerce of the Bureau of Foreign and Domestic Commerce here.

In the comparative table which follows, the dealers are classified by volume of stock and the per cent. of the total number of dealers reporting in that class is given directly opposite:—

	Oct. 1, 1925	Oct. 1, 1924
Less than 10 casings.....	22.80	23.19
From 10 to 25 casings.....	29.52	32.11
From 26 to 50 casings.....	21.30	22.65
From 51 to 100 casings.....	14.65	12.79
From 101 to 200 casings.....	7.00	5.43
From 201 to 300 casings.....	1.95	1.44
From 301 to 400 casings.....	.78	.52
From 400 to 1000 casings.....	1.21	.64
Above 1000 casings.....	.39	.26
	100.00	100.00

RECEIVER APPOINTED FOR VICTOR RUBBER COMPANY

Springfield, O., Oct. 22.—Henry H. Durr, general manager of the Victor Rubber Company, was appointed receiver for the company by Common Pleas Judge Krapp. Durr furnished \$25,000 bond and was authorized to operate the plant and to dispose of assets from time to time to pay debts. Application for appointment of receiver was made by Ernst & Ernst, Cleveland accountants, in a suit filed against the company, and H. C. West and H. J. Robbins, trustees, for \$2,019 due for professional services. Other creditors having claims aggregating \$435,390 joined in the plea for a receiver.

RUBBER MEN RETURN

Trenton, N. J., Oct. 22.—C. Edward Murray, Jr., president of the Murray Rubber Company, has returned with his family from a motor trip through Canada. Mr. and Mrs. Bruce Bedford have been spending several weeks at Bear Mountain, Pa. Mr. Bedford is president of the Luzerne Rubber Company.

Fresno Tire Men On Spring Dating

Fresno, Cal., 22.—Dealers here are in accord as to the beneficial effects of the discontinuance of spring dating, mainly on the ground that the practice is unsound and only beneficial, if at all, to those dealers having ample capital and who can by paying spot cash absorb the larger discount.

On the other hand the practice in the case of dealers whose capital is limited and who happen at a given time to be confronted with an unlooked for dull season before payments mature; or, from thoughtlessness in not preparing to meet the obligation, are tempted to slash prices in order to meet it, may bring on a disturbed condition all round.

Under the new regime it is thought that the sales during the year will be as large as usual and that buying from hand to mouth will not affect any aggressive sales ability. Distributors here are unanimous in hoping that the new scheme will function permanently.

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Connection with industry

RICKENBACKER AIR MOTOR IS SHOWN

Attracts Interest at Races—Features Are Explained

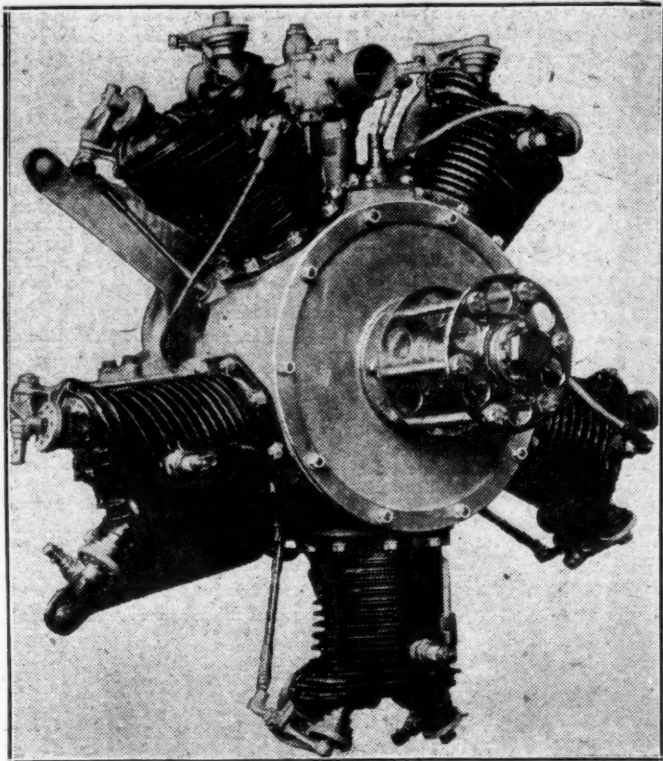
NEW YORK, Oct. 22.—One of the most interesting displays in the big army hangar at Mitchel Field, Garden City, L. I., during the air races was the new engine developed by Capt. Eddie Rickenbacker, America's greatest ace in the World War.

The engine has been designed and developed to fill the need for a simple, light, durable and inexpensive motor for commercial aircraft. According to Capt. Rickenbacker, no single item has retarded the development of aircraft for commercial use so much as the lack of suitable engines. With the engine that he has developed, Capt. Rickenbacker states that it is now possible for aircraft manufacturers to place an efficient airplane on the market within the price of the average automobile. A further advantage, according to the noted aviator, is that his new engine can be serviced and repaired as easily as that of an automobile.

The engine is a five-cylinder of the air-cooled, radial type and develops 60 to 80 horsepower. It weighs less than 175 pounds and is under 30 inches in overall diameter. It has less parts than the average automobile engine and may be repaired by a mechanic of ordinary ability. The cost of construction is comparatively low, due to the extreme simplicity of the motor. The selection of the air-cooled, radial type for the attainment of the desired features is the result of several years of study of all parts of aircraft engines by Capt. Rickenbacker.

Although radial engines are not new, their development has never progressed very far, according to Capt. Rickenbacker. The more conventional, vertical and V types, such as are used in automobiles, were naturally chosen for military airplanes

NEW AIRPLANE MOTOR! Photograph below gives a view of the new engine for light airplanes shown at the recent air races by Capt. Eddie Rickenbacker. The motor is a five-cylinder radial type and develops sixty to eighty horse power. Features of the engine are described on this page.



during the war, when emergency demanded quick production.

The features of the radial type for airplanes were appreciated, even during the war, as evidenced by the fact that a great deal of work had already been done on developing this type of motor before hostilities ended. The work has been continued, but solely for military purposes and without the thought of commercial aviation in mind.

Capt. Rickenbacker has developed his new engine on the basis of this past experience and with the added consideration given to simplicity and durability for practical commercial use.

The cylinders are cast indi-

vidually from the best grade of cylinder iron—the cooling fins of the circumferential type being cast integral. Single inlet and exhaust valves are placed directly in the spherical shaped combustion head; their axis being inclined to the axis of the cylinder so as to obtain the best possible conditions for cooling. Two spark plugs are provided for each cylinder.

The valves are operated through push rods by rockers which are supported on the valve port flanges. The flanges with rocker arms attached may each be removed as a unit. The valve tappet clearances may be adjusted at the outer ends of the duralumin push rods.

Trade and Elks Hold Automobile Show in Elizabeth

Elizabeth, N. J., Oct. 22 (U. T. P. S.).—The automobile show sponsored by the Elizabeth lodge of Elks and the Elizabeth Auto Trades Association is being held here this week. It opened Monday with a street parade.

Seventy-eight cars are on exhibition in the armory. Few open cars are seen, while the new "greyhound" low built roadsters of a variety of makes lead among them.

AMERICA TAKES BRITISH MARKET

New Zealander Tells Why the U. S. Wins Customers

Montreal, Can., Oct. 22.—A sidelight on how the American automobile manufacturer is ousting the British, even in distant British dominions, is afforded by Frederick J. Higginbottom, writing from Christchurch, New Zealand. He sees an overwhelming preponderance of American cars and explains why.

Talking to a dealer he is told, "British makers do not supply us with the kind of car we want. The Americans do, and they supply us at prices below those charged for British cars of a similar design and power."

When the makers of a well-known and modern American car began to exploit New Zealand they sent along a questionnaire to their agent inviting the enumeration of the special requirements of New Zealand users, the types of roads to be traveled, and other details. Upon receiving this the American manufacturers built a car to meet the conditions and they are now doing good business.

The gauge of the American cars is 4 feet 6 inches and as American cars predominate the ruts on thousands of miles of New Zealand roads are 4 feet 6 inches accordingly. The British car has a tread of 4 feet 8 inches and it might be thought worth the while of the makers to alter the gauge to accommodate New Zealand customers, but they will not do so, and New Zealand ruts are destructive to the axles of the British cars in consequence.

N. A. D. A. Meets At Richmond, Va.

Richmond, Va., Oct. 23 (U. T. P. S.).—House-to-house canvassing and "pulling door bells," terms commonly understood by salesmen handling merchandise produced in large quantities, is unhesitatingly condemned by Edward Payton, market analyst of the National Automobile Dealers' Association, when applied to commodities—particularly automobiles—that sell for more than \$800.

Mr. Payton was one of the speakers on the National Automobile Dealers' Association sales congress program, held here today through the co-operation of the Richmond Automotive Trades Association, Inc.

According to Payton, only 14 per cent. of the country is made up of people who can afford to buy an automobile priced at more than \$800. Salesmen selling a car above that class, he avers, waste eighty-six calls out of every 100 in a door bell campaign, even if they sell all fourteen possible prospects, which they don't. As they sell only about one out of this fourteen, they easily waste 99 per cent. of their time in house-to-house canvassing, he said.

BUICK LEADS

Rochester, N. Y., Oct. 22.—According to the September report of new car sales issued by the Rochester Automobile Dealers' Association here, Buick led all other makes with ninety-nine sales in Monroe county.

GAS TAX TOTALS ARE IMPRESSIVE

Reports Given From States in Various Sections

Oakland, Cal., Oct. 22.—According to official figures furnished by the local oil companies, Californians paid a gasoline tax of \$6,514,667 for the first half of 1925. This represents 3,257,338,500 gallons of gasoline.

MISSOURI

Jefferson City, Mo., Oct. 22.—Gas tax receipts to September 1, covering the first eight months of the current year, reached \$3,026,871.31, according to the state treasurer's report.

MAINE

Augusta, Me., Oct. 22.—The state received over \$200,000 from its gasoline tax this year, all of which will be placed in the state fund for roads, new construction and maintenance. For a short time the tax was 1 cent per gallon and was later increased to 3 cents. All of the money came from the wholesalers, the tax being included in the price to retailers.

WASHINGTON

Seattle, Wash., Oct. 22 (U. T. P. S.).—The largest payment to the state for a single month's gasoline business was that paid the other day to the state of Washington by the Standard Oil Company. It turned over to the treasurer \$153,870.98 as the state's share from the sale of gasoline to motorists.

OHIO

Columbus, O., Oct. 22.—There is approximately \$1,457,000 in the state gasoline tax fund and, according to announcement by the state auditor, the next distribution of money will be made about December 1, when distribution will be made upon the basis of \$1 per car in the municipalities.

MINNESOTA

St. Paul, Minn., Oct. 22.—Less money is spent by Minnesota in collecting its gasoline excise tax, to provide funds for paving and maintaining state trunk highways, than any state in the union—and Minnesota stands third on the list in the matter of monthly tax totals, according to Hjalmar Nilsson, chief state oil inspector. An average monthly revenue of \$465,543.43 has been provided by the gasoline tax collections since the statute became effective May 1, this year. In the first four months of its existence the tax law, levying a two-cent tax on all gasoline sales for vehicular use, provided a total revenue of \$2,276,533.54. This included \$381,079.80 tax on nearly 20,000,000 gallons in storage in the state May 1.

CANADA

Toronto, Oct. 22 (U. T. P. S.).—The announcement has been made by the Ontario Department of Finance, of which the Hon. W. H. Price is provincial treasurer, that the revenue from motor licenses and the tax on gasoline for the current fiscal year will approximate \$7,000,000. The governmental figures now show that the 9,000,000 people of Canada own more motor passenger cars than the 47,000,000 people of England, or the 40,000,000 people of France.

MASSACHUSETTS MOTORS PAY \$10,000,000 TO STATE

Boston, Mass., Oct. 22.—Nearly \$10,000,000 will be collected by the Commonwealth of Massachusetts from motorists, as fees for motor vehicle operation, when the books are closed at the end of the fiscal year, November 30.

Up to October 1, a period of ten months, as the books of the state are kept, the amount of cash actually taken in through the registry of motor vehicles was \$9,321,538.40.

Legislation Up in Many States

Retention by Counties Of License Fees Up in Texas

WACO, TEX., Oct. 22.—Retention of all auto license fees by the county in which they are collected was advocated in a resolution passed at the meeting of Texas County Judges and Commissioners' Association in Amarillo, Texas, a few days ago. At present license fees go to the State Highway Department.

The resolution likewise provided that the one-cent gasoline tax go to the State Department for construction and maintenance of highways in co-operation with the county commissioners.

TAXES VS. MORTGAGES

RALEIGH, N. C., Oct. 22.—The question of whether taxes or mortgages on motor vehicles come first in the eyes of the law will be decided in the Superior Court of this county at a hearing on the right of the state to seize and offer for sale for payment of license fees motor vehicles on which there are mortgages. The case is expected to immediately go to the State Supreme Court for final ruling.

The test case originated in the suit of the Carter Guaranty Company against the state commissioner of revenue to secure a permanent order restraining him from disposing of five Packard trucks,

Judge Holds Ford Roadster Is Truck

Chicago, Oct. 22.—The question of when is a Ford roadster not a roadster has been answered by Justice of the Peace Charles Jemison of Waukegan. He declared it was a truck, and fined the owner, Hans Christensen, \$5 and costs for violating the ordinance covering licenses. Christensen has taken an appeal, and states that, as a matter of principle, he will carry the case to the highest courts if necessary.

on which the Carter company holds prior mortgages, for the alleged non-payment of state license taxes for the past two years.

WOULD INCREASE FEES

Minneapolis, Minn., Oct. 22.—Recommendations that license fees for gasoline filling stations be increased from \$35, with \$5 for each additional pump, to at least \$100 per station, are being considered by the City Council.

The recommendation was made by the finance committee and C. A. Godward, planning engineer, who maintains that, inasmuch as the stations catering to automobiles and cars make necessary most of the expense of traffic regulation, it should be fair to make the stations contribute more to support of the city government.

Filling stations now pay only a

Oregon Decides to Enforce Strictly Its Regulations

total of \$17,521 to the city. There are 908 pumps in 310 stations, with 229 curb pumps at 130 stations.

OREGON TO ENFORCE

Portland, Ore., Oct. 22.—An attempt will be made to secure rigid enforcement of the state automobile license law by state officials, beginning January 1. Unreasonable delay in taking out licenses will not be tolerated, if the present movement, which is fostered by the automotive industry, police officers and sheriffs, secures the co-operation of the state automobile department.

MUST REGISTER CARS

Sioux Falls, S. D., Oct. 22.—Two sensational fights were waged in the state Legislature of South Dakota before a law was passed compelling all owners of motor cars to register their machines and carry a registration card. Though the law will not be fully enforced until the first of the year, evidence of its success is found in the fact that more than \$250,000 will be collected for licenses on heavy cars which have unlawfully registered as light or where the owner has operated two under the same license.

As a result of the registration, which began July 1 of this year, approximately 1,500 automobiles have been found on which the motor numbers have been changed.

Used Car Ills Will Yield to Common Sense

Fundamental Factors Are Often Overlooked

By PAUL FIELD

"THIS whole business of selling automobiles," a distributor said to us recently, "simmers down to two things: Finding the prospect and handling the trade." A good deal of keen observation is summed up in these words.

To our mind, however, the second stipulation, "handling the trade," is of greater consequence right now than the first. Wherever dealers foregather the chief concern of their thoughts, as revealed by their conversation, is used cars.

This perennial problem of the industry has been officially "solved" time and again, but always seems to come back stronger than ever. Just now there are several complicating factors that make it particularly acute.

Low Price Level

One is the present low price level of new cars brought about by successive price cuts throughout the year. Each of these cuts has struck at the used car market and necessitated a scaling down of selling prices. Who wants to buy a used car when for a little bit more he can get a new one? To move them it is necessary to make enough of a price difference to overcome the fact that the prospect is getting a used car.

Dealers necessarily have either been obliged to take a licking or carry the cars for long periods.

Another factor that is contributing to the complexity of the situation is the popularity of closed models. Everybody wants to buy a closed car and everybody wants to trade in an open car—or so it seems to many dealers. This wouldn't be so bad if there were a ready market for used open models, but not so. Used car buyers want closed cars, too.

The Used Open Car

As a result, many dealers face the approach of winter with an abnormally large stock of used touring cars. The prospect of carrying them through the winter is not one which is calculated to arouse any great joy in the merchant's breast.

The best remedy seems to us the application of that much-talked-of, but actually rare commodity, common sense. Let the dealer decide how much of the new car profit he can afford to trade away, and beyond that point be adamant.

We've sketched the present outlook to help the dealer decide this point. Many are inclined to be unduly optimistic about the prices they can get for cars taken in. It is better to face actual conditions and act accordingly.

Let 'Em Walk Out

Be pessimistic in figuring the price at which you can resell the car offered you. Then determine how much beyond that you can go and still make what you consider a decent profit. If this is not enough to get the business, the wise dealer will grit his teeth and let the prospect walk out, to take his unwelcome trade elsewhere.

This program, if conscientiously followed, should curb future losses, but what about the stock already accumulated at comparatively high prices and which shows no signs of moving? In nine cases out of ten it is better to get some of the money out than to stubbornly maintain prices and wait for the doubtful prospect of selling out in the spring at a high figure.

How Others Do It

Car dealers can imitate the methods of merchants in other lines with advantage when facing this situation. End of the season sales, at which merchandise that

Application of that good old-fashioned remedy, common sense, to the used car problem is advocated in this article. It does not offer any ready cure-alls, but does point out some fundamental facts about the situation that are often overlooked. It will repay you to invest a few minutes in reading it.

still remains is sacrificed, are everyday occurrences.

Buyers will respond to genuine bargains. Your cars CAN be moved. Slashing prices now may make it possible to do a healthy business throughout the winter.

What are you doing to move used cars or to prevent losses on those taken in trade? We'd like to have the comments of readers at this time, when so much thought is being given to this phase of the business. Address: Feature Editor, Automotive Daily News, 25 City Hall Place, New York City.

TIRE DEALER LINKS ADS WITH NEWS

Archibald & McKenzie, General Tire dealers, Santa Rosa, Cal., find it effective to link their advertising with events of current interest. As an example, they recently got up a display advertisement which drew an inference from the stand of Col. Mitchell on air matters. It read:

"Col. Mitchell, patriotic air officer, insists that the air department be made a separate force from the army and navy, arguing that is as distinctly different from the army as the army is from the navy.

"He's no different in this than General Cord users who are just as enthusiastic that General Cords are in a class by themselves, and are as different from the average cord as the average cord is from a fabric."

Holds Rehearsal For Show

AS the show season approaches, alert dealers are laying plans to derive the utmost benefit from the exhibitions in which they participate. No small part of these plans is the drilling of salesmen to insure making a favorable impression on visitors to the booth.

In this connection the preparations of a prominent English distributor before the recent automobile show at Olympia are interesting. He held a series of dress rehearsals in which members of the sales force acted out their parts in talking with visitors and presenting the selling points of the cars.

Each salesman in turn was given a trial during these rehearsals on his ability to act as a floor man at the booth and on his knowledge of the car itself. By this process, the best men were selected to represent the firm at the show.

The main part of these drills consisted in putting a large number of questions to the salesmen, such as the average, well-informed prospect would ask. The ones selected were those who could give the quickest and most apt answers and could talk of the car in the most persuasive manner.

Some such plan would improve the average dealer's chances of making his participation in the local show count in a sales way. At least he should see to it that his salesmen are well able to answer the ordinary run of questions about the line.

Expert Gives Hint On Tire Repair

When skiving an injury inside balloon casings, should the rubber on the tread outside be skived, or can the repairman do a good job with simply the inside skiving and filling in the cut from the inside, is a question that may be asked.

This is the answer, as given by a factory expert: When the repair extends entirely through the tread and carcass, the outside should always be skived, removing all loose rubber and thoroughly buffed with a steel rasp. The repair is then built up on the inside. The outside is built up with cushion gum, up to the tread, and from there on to the top of the tread with tread gum.

If this injury has been properly buffed from the outside and sufficient pressure used during the cure, the repair will hold without any additional reinforcement.

¶ Tell your story to as many people as possible.

\$ \$ Get Your Share! \$ \$

Send us in brief explanations of ideas you have applied to your business that have helped you sell more cars, accessories or tires. We'll pay \$1 for each one printed and an extra \$5 for the best one of the week.

You'll benefit by the ideas of others and your contributions will help them.

You're eligible if you have anything to do with the sale of automotive products. Make your letter short and to the point.

Address: Feature Editor, Automotive Daily News, 25 City Hall Place, New York City.

Dealer Displays Model in Hotel Lobby



PIERCE-ARROW PACIFIC SALES COMPANY, Fresno, Cal., displayed the Pierce-Arrow series 80 coach to advantage in the lobby of the Fresno Hotel, as shown here. Many inquiries, from which names of prospects were secured, resulted from the showing, officials of the company stated.

Letters to Owners Help Sale of Winter Items

ABOUT this time of the year, J. H. Knox, Gardner dealer in Newark, N. J., makes a practice of sending out letters to his customers offering various suggestions, which, when taken advantage of, eliminate many of the petty annoyances to which the average automobile owner is subjected during the cold weather.

He tells them through the medium of these letters that now is the time for them to bring their cars in for a thorough inspection. Also reminding them that he sells all the necessary accessories for winter use, such as alcohol, radiator covers, heaters, etc., as well as maintaining a complete battery service.

He stresses the fact that by paying attention to these letters the owner will be spared the possibility of laying his car up for the winter and that instead it

will always be ready for instant service.

"I cannot account for it," says Mr. Knox, "but it is a fact, nevertheless, that the average owner expects more from his car during the cold weather than at any other time of the year, but by the same token, he is constantly forgetting that it is the one time of the year when his car should receive the utmost attention.

"A quart or two of alcohol in the radiator would have prevented many a cracked cylinder block, but many owners only realize this fact when they are forced to purchase a new block. They then conclude that an ounce of prevention is worth a pound of cure.

"The sale of alcohol and other winter accessories, sold through the medium of these letters, has more than repaid me for my time and trouble as well as eliminating many of the complaints I formerly received."

Plans Ford Plant Excursion

Ford dealers located near a Ford assembly plant can capitalize on the desire to see Ford manufacturing methods at first hand by arranging for an excursion to take those interested on a visit there. One such is being arranged by the Jefferson Motor Company, Ford dealer, Albert Lea, Minn., for the latter part of this month.

Albert Lea is situated 104 miles from St. Paul, where the new \$12,000,000 Ford assembly plant is located. Many people have spoken so enthusiastically of their trip through the Ford factory at Detroit that the local dealers decided that there might be many who would be interested in a trip through the assembly plant at St. Paul.

So they have chartered a special train, which will leave at 8.30 on the day appointed and make a non-stop trip to St. Paul. Specially chartered street cars will be waiting at the Union Station, and will convey the excursionists to the Ford plant. They will then be conducted through the entire plant and will see how the different parts are handled, and how the Ford cars are assembled. This tour of the plant will consume two and a half hours.

They will then be brought back to St. Paul by the special

street cars and will be allowed about three hours for trips about the Twin Cities. The train will leave St. Paul at 7 o'clock and will have the excursionists back at Albert Lea by 10.30.

The regular fare to St. Paul and return is \$7.74, but the local dealers have arranged a special round trip fare of \$2.50. A one-day stay-over privilege has also been arranged for those who care to do so. Free lunch will be served on the train, and there will be a wide variety of entertainment features, including a band, all furnished by the local dealers.

Advance tickets are now being sold, and from all indications there will be nearly a thousand persons on the special Jefferson Motor Company train, every one of whom will go through the big Ford plant and come back to Albert Lea, enthusiastic word-of-mouth advertisers for the Ford car.

BRAKE INSPECTION AIDS LINING SALES

Reese Brothers, Birmingham, Ala., are offering to inspect brakes without cost, and give an expert, unbiased opinion as to what is needed to remedy them if found at fault.

They also announce a continuance of the offer to line brakes of cars, except Fords, without labor charges provided materials are bought from them, the offer to continue as long as the supply of brake lining now in stock holds out.

Personal Paragraphs

White Plains, N. Y., Oct. 22.—Frank L. Aggar, distributor for the Peerless and Cleveland lines in central Westchester, won a sterling silver bon bon dish as the prize for the best score in singles at the opening of the Westchester Biltmore Gun Club's trapshooting season at Rye last Sunday. He broke 95 out of 100 targets in the singles, with 20 competing.

Santa Monica, Cal., Oct. 22.—H. L. Ferrenback, former sales manager of the Palisades Motor Company, is now sales manager and member of the firm of the Day Motor Company, 1524 12th St., Willys-Knight and Overland dealers.

Austin, Tex., Oct. 22.—Joe Webb, Mohawk representative here, has returned from a brief business trip to the Mohawk factory at Akron, O.

Dorchester, Mass., Oct. 22.—Donald H. Beaton, automobile dealer, of Brockton, and Miss Alice K. Lukeman of Dorchester were married here recently. The bride is head of the medical department of a large piano manufacturing plant.

Rochester, N. Y., Oct. 22.—J. E. Hansen, president of the Rochester Automobile Dealers' Association, has been spending a week at Lake Placid and Yama Farms, near Napanoch, N. Y. He is also president of the Packard-Rochester Motor Corporation, Packard distributors.

Casper, Wyo., Oct. 22 (U. T. P. S.).—Stanley Benedict of this city has been named as sales manager of the R. N. Van Sant Motor Company, Casper dealers in Hudson-Essex automobiles.

Hackensack, N. J., Oct. 22.—Sherman Beatty, manager of Charles I. Rice Company, Inc., Packard and Nash dealer in Hackensack, has married Miss Dorothy Louise Schickfus of Passaic. Upon their return from an automobile honeymoon trip to Canada they will reside in this city.

Hartford, Conn., Oct. 22.—David J. Nunnally has joined the Colonial Auto Company, Studebaker representative, as manager of the used car department. He was re-

Improvements

Spokane, Wash., Oct. 22.—The Vabel-Berg garage is reconstructing its building at 1303 North Monroe St. to add a service station, a portion of one of the side walls being torn out to make a drive-in from two streets possible. To the gas and oil service and repair departments, an accessory department will be added.

Duluth, Minn., Oct. 22.—The Duluth Mutual Auto Company has moved its used car department into new quarters, adjacent to the new Hotel Duluth. It will render day and night service, according to Roy Kent, a member of the firm.

Bismarck, N. D., Oct. 22.—The Fleck Motor Company, Buick dealer in Bismarck, has found it necessary to add to its quarters, and has leased a large display room at 294 Main St., opposite the present office and repair shop.

Newark, N. J., Oct. 22.—W. E. Dusenberry, local Reo manager, announces the purchase of property at Central Avenue and Colden Street, this city, to be utilized as a modern sales and service station for Reo cars and speed wagons.

East Dubuque, Ia., Oct. 22.—The F. & S. Motor Company, Ford dealer, has taken over the entire building recently vacated by the Waller Manufacturing Company. There is 500 square feet of floor space, which will be utilized for storage purposes.

cently Studebaker dealer in Thompsonville, Conn. Used Car Manager Bettman goes to the new car staff of the Colonial Auto Company.

Evansville, Ind., Oct. 22.—H. G. Kirkland, territorial branch manager, Louisville, Ky., visited the Phillips-Osborne Motor Company's Studebaker dealership here last week.

New Haven, Conn., Oct. 22.—James C. Kelley, salesman for the Chandler automobile dealer in this city, died last week and was buried from his home. The funeral, last Monday was largely attended by local automobile dealers.

Berlin, Mass., Oct. 22.—Announcement has been made of the marriage of Miss Hazel Harriett Brewer of Berlin and Earle Aldrich Wheeler of Bolton, automobile dealer.

Dealer Doings

Santa Monica, Cal., Oct. 22.—The Willys-Knight and Overland franchise has been taken over by the Day Motor Company, 1524 12th St. Its present location is only temporary, said Mr. Day, who is arranging for the immediate construction of a new building and display rooms at 1117 Santa Monica Boulevard. He expects to be in the new quarters in sixty days.

Montclair, N. J., Oct. 22.—The Newark Auto Corporation of Newark, Ford and Lincoln distributor, recently opened a showroom in this city, located at Post Office Square.

Seattle, Wash., Oct. 22 (U. T. P. S.).—The Central Chevrolet, Inc., has opened a new branch at East Jackson Street and 10th Avenue and named it the Jackson-Chevrolet on account of its location. A. E. Woodruff has been appointed branch manager.

Austin, Tex., Oct. 22.—The Mayhall-Taylor Motor Company, San Marcos, has changed its name to the San Marcos Motor Company and has increased its capital stock from \$20,000 to \$30,000.

Fort Smith, Ark., Oct. 22 (U. T. P. S.).—Doss Sutton of the Sutton Chevrolet Company, who has had the dealership less than ninety days, has sold seventy-eight cars, he said Saturday.

Evansville, Ind., Oct. 22.—C. L. Bettag, one of the oldest retail salesmen, in years of service, of the Wabash Valley Motor Company, Hudson-Essex distributor, has been appointed a Hudson-Essex metropolitan retail dealer, with salesroom at 1802 Main St., here. The Bettag franchise marks the fortieth dealer served throughout southern Indiana and Illinois and western Kentucky by the Wabash Valley organization.

San Antonio, Tex., Oct. 22.—Griffin Vance, for many years the sales manager of the Jack Neal Nash Company of San Antonio, has been appointed manager of a dealership. He heads the Jack Neal Nash Motors Company at Houston, Tex., where he has been intrusted with the sale of the Nash and Ajax in Houston and its large trade territory.

Rochester, N. Y., Oct. 22.—Fletcher W. Smith, vice-president and sales manager of the Burch-Buell Motor Corporation, has sold his interest in the company. F. Emil Bader, formerly of Pittsburgh's Auto Row, has been appointed new sales manager of this company, which handles Star and Durant cars. Mr. Smith has not announced his plans for the future.

Little Rock, Ark., Oct. 22.—Freeman & Freeman, Ford dealers, recently celebrated their eighth anniversary with a public reception and dance.

"Our Foreign Field"

BOLIVIA USES ONLY U. S. AUTOS

Consul Here Says Imports Are Entirely From America

By JOHN D. LONG

NEW YORK, Oct. 22.—When seen at the Bolivian consulate in New York, Consul General Ramon Pando was asked as to the imports of motor vehicles into his country, both from the United States and other countries.

"I know of no imports of motor vehicles from countries other than from the United States," he said. "At least I have never heard of any in recent years."

The consul described his country as a veritable "land of the sky," as the roof of South America. "While more than half of the more than 500,000 square miles that comprise our national area consist of lowlands, these lowlands," he stated, "are mostly an uninhabited tropical wilderness."

"The population, approaching 3,000,000 people, live on the great central plateau, which is bound by mountains both on the west and the east sides. Our chief city and the capital of the country is La Paz, situated more than 12,000 feet—two miles and over—above the level of the sea. Although within the southern tropic, the weather there is never hot, ranging from 40 to 70 degrees Fahrenheit and averaging 50 degrees of temperature."

"We have not many motor vehicles," he continued, "but as our program of road building is completed we shall have more."

"We already have nearly 2,000 miles of good roads, but we need connecting lines between our leading cities. There are many roads near La Paz, which now has 100,000 people. There are also many roads running from our great mines to the railroads and on these many motor trucks are used. There are also lines of motor buses that are subsidized by the general government, and also by states and municipalities."

Asked concerning the Bolivian tariff on motor vehicles and parts, Consul General Pando informed the writer that the duty was 8 per cent., to which should be added the 2 per cent. ad valorem on the consular invoice.

Senor Pando also said that the only taxes on motor vehicles in Bolivia are those imposed by municipalities.

Bolivia is wholly inland, since its seacoast was lost at the time of the war with Chile, and when the question was raised as to whether motor vehicles coming in through Chilean and Peruvian ports were required to pay double duty his answer was "Our imports from overseas are allowed to come through Antofagasta and Arica, Chile, and through Mollendo, Peru, in bond without the payment of duties."

There are large American interests in Bolivia, which has become the largest tin producing country in the world. Eighty per cent. of the Bolivian tin mines are owned in this country and American machinery and motor vehicles are used exclusively in connection with the tin mines and other mines, such as copper and silver, which are mostly worked and owned by citizens of this country.

Last year Bolivia imported from this country ninety-seven passenger cars, valued at \$116,367, and twenty-six trucks, worth \$34,894. The total number of motor vehicles in Bolivia is only about 1,100—a small market—but a market with a future, for Bolivia is waking up.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

HERE'S an idea for some live service station—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.
6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

HELP WANTED

AUTOMOBILE SALESMEN—One of the largest Chevrolet dealers in New York city requires the service of several young men to fill vacancies in their retail sales department; retail sales experience essential, not necessarily automobile; clean cut, ambitious men with unquestionable references only need apply; salary, commission and bonus when qualified. Apply Bates Chevrolet Company, Mott Ave. and 140th St., Bronx.

SALESMAN to sell automobile accessories to car agents; only men with experience apply; liberal drawing account against commission. Box No. 46, Automotive Daily News.

INCORPORATIONS

Hartford, Conn., Oct. 22.—New incorporations in Connecticut include:—

Automotive Finances, Inc., New London, \$10,000; Ira S. Avery, Groton, and others.

Miller, Hicks & Hewitt Company of Connecticut, Bridgeport, \$50,000; dealers in automobiles and accessories; Harry D. Miller, Bridgeport, and others.

Colonial Filling Stations of Connecticut, Inc., Hartford, \$30,000; F. F. Hale, Watertown, Mass., and others.

Locomobile Company of Hartford, \$50,000; Louis H. Katz, 983 Main St., Hartford, and others.

Warner & Shaw, Inc., Waterbury, \$50,000; dealers in automobiles and accessories; J. Horton Warner and others.

The North-East Transportation Company, Inc., Waterbury, \$30,000; Pasquale Paternostro and others.

Augusta, Me., Oct. 22.—Incorporation has been granted the following Maine concerns:—

York Motor Corporation, Berwick, \$50,000; president, Alfred

Frédette; treasurer, Wilfred J. Sabourin, and clerk, Ralph W. Goss.

Baker & Hudson Company, Portland, \$10,000; president, Emory G. Wilson; treasurer, Annie M. Mullin, and clerk, Nathan W. Thompson.

Alexander & Clarke, Inc., Sanford, \$10,000; manufacture and deal in aircraft and automobiles of all kinds and accessories; president, William H. Alexander; treasurer, Lloyd W. Batchelder, and clerk, Perly H. Ford.

U. S. LEADS IN NEW ZEALAND

London, Oct. 22 (U. T. P. S.).—The import of automotive vehicles to New Zealand during the three months ended June 30 was valued at £1,158,806. The United States was the main supplier with a value of £498,673.

PLAN NEW ROAD

London, Oct. 22 (U. T. P. S.).—A new motor road, to connect Naples and Salerno, is to be built at an estimated cost of \$3,250,000. The new road is expected to be ready by 1927.

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